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Automotive News

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58th year—$40 per year, $1.00 per copy

Ad money tied up on weekly basis during walkout

Auto stake in NFL strike is $100 million

By Joseph Bohn
Marketing Editor

The National Football League strike won't hurt most '83 model car launches initially — but will take its toll if it drags on.

"The longer the strike progresses, the more Detroit will be hurt," observed Eugene J. McCarthy, senior vice president and director - media / marketing services for J. Walter Thompson, Dearborn. JWT handles Ford Division advertising.

The agency estimated that auto firms, including imports, have close to $100 million worth of ad money wrapped up in NFL games, including playoffs and the Super Bowl. All domestic auto makers are involved.

Several offsetting factors help cushion the initial impact of the strike which knocks out games on all three networks: (1) This fall isn't a normal kind of announcement quarter; (2) heavy football viewing doesn't really begin until later in the season; (3) most divisions have alternate sports and prime-time TV.

Generally, it isn't so much the loss of total viewership that bothers car marketers as the loss of upscale male viewers. NFL TV attracts 60 percent male viewers.

All the divisions were studying alternatives at press time, but their big problem is they are committed to each game until it is canceled.

Without knowing when the strike will end, "we can't commit to other TV properties," noted Frank Cadicamo, assistant national merchandising director for Cadillac. "There is no Plan B.

"Our monies are still tied up. It's a matter of having to wait on a weekly basis to go into alternate media . . . My funds are released as each game is missed," Cadicamo said.

"You don't know until the last minute" whether a game's been canceled, added McCarthy. "That puts you in a gambling position. If you go out and buy an alternate property and the game comes off, it's a double dip in the budget."

NBC, ABC and CBS each offered different alternatives in their NFL time slots. ABC, for example, with $32 million worth of Monday Night Football commitments from Buick, Datsun and Chevrolet truck, is planning prime-time movies in that time period.

NBC is offering Canadian football. Last Sunday, it scheduled a Canadian game.

CBS is planning to offer reruns of last year's games, beginning with Super Bowl XVI, and is also considering moving NCAA football into the Sunday spot.

Generally, the alternatve programming isn't expected to pull the same kind of audiences — but networks are giving discounts accordingly, noted Philip Matz, media director, Kenyon & Eckhardt, Detroit. K&E is Chrysler's agency.

"Right now, nobody's said they don't want to stay in" the alternative programming, added Burt Zelden, vice president of sports sales for NBC, New York.

Chrysler, for example, plan-

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Chrysler E Class

New for 1983

Six-passenger capacity, excellent visibility and a classic big-car stance highlight the Chrysler E Class lineup that's being introduced in the 1983 model year. The front-drive, big-trunk sedan has goodies that include Chrysler's new Electronic Voice Alert and individual arm rest "consolettes." Story on Page 9.

Did rail tieup reveal flaw in 'just-in-time'?

By Roger Rowand

DETROIT. — The impact of last week's brief railroad strike highballed through the auto industry and forced General Motors to close some plants almost immediately.

Congress ended the nearly nationwide walkout by railway engineers after four days by forcing them to accept contract terms recommended by an emergency fact-finding board and agreed to earlier by other rail unions.

GM began shutting down as early as Monday morning. It shut its St. Louis truck assembly plant then. That facility produces Chevrolet and GMC pickups.

By Wednesday morning, four GM Assembly Division plants were on half days.

Those were the Janesville (Wis.) facility which produces Chevrolet Cavalier, Cadillac Cimarron and pickups; Leeds, Mo., which produces Buick Skylark and Oldsmobile Firenza; Lordstown, O., producing Cavalier and Pontiac 2000—the van line there was not affected, and Wilmington, Del., which produces Chevrolet Chevette and Pontiac 1000. The Wilmington plant went to a two-shift operation of four hours each.

On the strike's third day, Chrysler Corp. Chairman Lee A. Iacocca fired off a wire to the White House urging quick action toward ending the walkout. He said if it continued, Chrysler would be forced to start curtailing operations before the week was out.

Ford Motor Co. President Donald E. Petersen told AUTOMOTIVE NEWS early in the week that his company could get through one week of strike without serious effect. "If it goes into a second week, it will be a different story," he said.

At American Motors, a spokesman said the strike posed no immediate problems. The company monitored the situation closely, however, because about 70 percent of its finished goods move by rail. Most incoming materials arrive at AMC plants by truck.

The immediateness of GM plant shutdowns startled some in the industry. Others said

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Dealer discount cut on some subcompacts

Ford posts $39 price hike for '83

By John K. Teahen Jr.
Managing Editor

Ford Motor Co. proudly presented its 1983 prices last week. The company announced an increase of $39, or 0.4 percent, on the average equipped car over comparably equipped 1982 models.

Base stickers went down an average of $26, Ford said, but options rose $65, resulting in the overall hike of $39.

It was a far cry from last year, when Ford posted an increase of $430, or 4.8 percent, at introduction time.

Ford said it reduced prices on 27 models for 1983 (from comparably equipped '82s) and raised 37 other models. The price of an average-equipped Ford Motor auto now is $10,300. The Ford increase of $39 does not include Thunderbird and Cougar, which will be priced later.

Ford truck prices will be up an average of 2 percent for 1983.

Destination charges on cars are unchanged.

Ford's action followed an increase of $212, or 1.9 percent, by General Motors. Like Ford, GM cut prices on some models. GM's average hike is higher because it has more big cars, which bore the brunt of its '83 price boost.

Price cuts at Ford involved the subcompact models that have accounted for 38 percent of its sales so far this year — Ford Escort and EXP and Mercury Lynx and LN7. Ford said the cuts range up to $400 on Escort/Lynx and $300 to $700 on EXP/LN7.

Ford also said the Lincoln Continental is down about $2,000 on a comparably equipped basis. The sticker is down only a fraction of that; the bulk of it is in added equipment and a switch in model designation.

• A reduction in the dealer discount on some models played a part in the small-car price cut. Ford Motor has dropped its base Escort and Lynx models, which had a dealer discount of 12 percent. The Escort L and Lynx L now occupy the bottom rung,

Continued on Page 45, Col. 1

breaking news

Chrysler to invest in new Southern deals

HOUSTON.—Chrysler Corp. is prepared to invest up to $85 million in new Southern U. S. dealerships during the next year. The company wants to establish an additional 100 dealerships in Texas, Georgia and Louisiana by '84 model introduction. Under the investment plan, the corporation would be a partner in any dealership in which it invests until its equity is bought out by the dealer.

Port injection for Corvette in '85

DETROIT. — Chevrolet will add a Bosch/Rochester-designed port fuel-injection system to the 5.0-liter (305-CID) V-8 engine in the Corvette by 1985, sources confirm. Uncertified versions have produced about 35 percent more horse-

See BREAKING NEWS, Page 8, Col. 1

Shades of the 1940s

The Chrysler 'Woody' returns

Chrysler Corp. will add this LeBaron Town & Country convertible model to its '83 lineup in December. The car's simulated wood trim harks back to the classic Chrysler "Woody" models of the 1940s.

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Full-power convertible

Convertible Specialist, Inc., Gardena, Calif., offers a convertible conversion of the Datsun 200-SX. The Spyder version features a full-power top and is available through Woodland Hills Datsun at $3,200 in addition to the cost of the 200-SX. Convertible Specialist, Inc., plans to do 150 such conversions per year.

IH ups loss estimate, but denies bankruptcy

CHICAGO. — International Harvester has denied bankruptcy rumors which sprang up after the company's announcement that its loss in the fiscal year ending Oct. 31 will be greater than forecast earlier.

Harvester, less than two months ago, projected a loss of $900 million to $1 billion. Its revised forecast puts the deficit at $1.5 billion to $1.6 billion, leading to speculation that the increased loss could push the firm into bankruptcy.

"Bankruptcy is not under consideration," said William B. Colwell, Harvester spokesman.

The revised loss forecast, the company said, was based on two facts.

First, it explained, the charge against earnings from the recent sale of its construction-equipment business to Dresser Industries could be about $200 million larger than anticipated.

Second, conversion of debt to equity by Harvester lenders will produce only a gain of $40 million rather than the $300 to $400 million which the company had expected.

• Harvester lenders have agreed to reduce the firm's interest payments on its refinancing plan and to convert $350 million of debt to equity, but only if the company's suppliers and other creditors agree to make concessions, too.

The company is asking suppliers for concessions valued at $50 million by extending payment terms, reducing prices and stocking inventory for the firm.

Also, Harvester wants debenture owners to relinquish half the principal value of their holdings, and it will ask dealers, suppliers, employes and customers to buy Harvester preference shares.

There has been some concern that Harvester's forecast of higher than anticipated losses for the fiscal year could wipe out its shareholders' equity.

Analysts noted that the equity amounted to about $1.5 billion last Oct. 31 and about $856 million on July 31.

If the equity were to drop below zero, they say, it could force the company to seek protection from its creditors under the provisions of Chapter 11 of the Federal Bankruptcy Act.

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58th year — No. 4934

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Opens a 'Pandora's box,' association claims

GMAC blasted on lease rate ads

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—A strongly worded letter protesting General Motors Acceptance Corp.'s advertising of 12.5 percent financing on dealer-provided closed-end leases has been sent to GMAC by Warren Fox, president of the 260-member Western Vehicle Leasing Assn.

WVLA's objection to the GMAC program is that lease finance rate advertising opens a Pandora's box for the leasing industry.

The association feels the move could require rate disclosure by all lessors and may result in the recharacterization of leases as financing as well as providing fuel for IRS audits.

"Mandatory rate disclosure has been a concept which the industry has gone to great pains to persuade Congress is inappropriate, and it was only the efforts of various parties in 1976 which convinced that body that such a requirement was not warranted," Fox wrote in a letter addressed to Gordon Samardich, GMAC's executive vice president, planning.

"Needless to say," Fox continued, "given that background, any advertising campaign which indicates a readily determinable rate to be applicable to a lease would cause concern as to future legal rate disclosure requirements.

"However, the problem is rendered even more pressing with reference to the present deliberations of the Federal Reserve Board as to appropriate revisions of the Consumer Leasing Act."

Asked to comment on the letter, GMAC's Samardich said, "I don't think we have a comment. We're studying the elements of their letter and will consider their concerns."

• Fox noted that there has been a strong sentiment among several key members of the board's staff to require disclosure and that now GMAC's move "has caused these persons' conviction that rate disclosure is appropriate to harden."

Further, Fox feels such action by GMAC in light of industry efforts to battle disclosure undermine the credibility of leasing associations with both the Federal Reserve Board and the Federal Trade Commission.

WVLA sees two results of the GMAC program. The first is that any draft of Consumer Leasing Act revisions is certain to contain rate disclosure requirements and, second, WVLA and other groups fighting rate disclosures will use the GMAC program as an example of why rate disclosures are not a good idea.

"We shall find ourselves inevitably citing . . . your present program to buttress our contention that rate disclosures are not merely unnecessary, but, more importantly, tend to be misleading unless explained fully as to the underlying assumptions," Fox wrote.

"Such explanation is incompatible with the space or time requirements of advertising and, we believe, further suffers from the 'excess information' syndrome which runs counter to the goals of disclosure rule simplification."

If the revisions that include disclosure are defeated, however, Fox said an unfortunate byproduct would be the loss of provisions that would have removed certain problem areas for the industry, such as the attorneys' fee rule and an extension of the statute of limitations for credit transactions.

Yet, if it does pass with disclosure, WVLA sees state courts perceiving that leases, because of rate disclosures, are financings.

"And the potential, of course, exists for the Internal Revenue Service to use rate disclosures to some advantage in tax audits and/or proceedings," Fox wrote.

The letter goes on to challenge the 12.5 percent rate advertised by GMAC, concluding that the rate is actually in excess of 13 percent.

"This, of course, reflects the omission of the allocated service charges from the calculations, an omission admittedly mentioned, but of questionable com-

Continued on Page 46, Col. 3

Suit in West Virginia latest against V-8-6-4

By Marjorie Sorge

A class action lawsuit has been filed in West Virginia against General Motors, charging that its 1981 Cadillacs equipped with a V-8-6-4 engine are safety hazards and are defective.

The suit, filed in Circuit Court in Kanawha County, charges that the cars stall, surge, vibrate and have engine lag. It also alleges that the cars do not shift smoothly, have variations in power output and may have premature brake wear.

The suit was filed by Edward D. McDevitt of Preiser & Wilson, Charleston, W. Va., on behalf of Arthur Lee Williams. It estimates that the class could have 600 members.

It is the 11th class action lawsuit filed against GM concerning possible defects in the V-8-6-4 engine. Other suits have been filed in Florida, South Dakota, New Jersey, Illinois, Texas, Ohio, Pennsylvania, New York, Maryland and California.

There is also a product liability case in U. S. District Court in Dallas in which charges that GM is liable for a death which allegedly occurred when a V-8-6-4-powered car surged forward.

A Cadillac spokesman said GM has no comment on the lawsuit because of the pending litigation. But he said GM has increased the warranty on the V-8-6-4 and fully backs the engine.

The warranty on the V-8-6-4 was extended to five years and 50,000 miles about a year ago.

• The West Virginia suit, like the other 10, charges that GM knew of the problems with the V-8-6-4 before the car went on sale and "knowingly withheld and concealed these facts from the purchasing public."

A dealer service bulletin issued by GM in mid-1981 advised dealers that some of the problems were occurring in the V-8-6-4 engine and could not be fixed. It said these actions are "normal" and told the dealers not to attempt to fix them.

The V-8-6-4 was introduced by Cadillac in 1981 as a fuel-saving device. It runs on either eight, six or four cylinders, depending on the power needed. It was replaced in 1982 by a new V-8. Only Cadillac limousines have the V-8-6-4 as standard equipment in 1982 and will continue to have it in 1983.

The West Virginia suit charges GM with negligence, strict liability, willful misconduct, deceit, fraud and breach of warranty.

Williams, currently the only member of the class, sold the car in early 1981 at what the suit calls "a significant financial loss." He asks in the suit that he be awarded damages measured by the difference in the cost of the car and the selling price.

The suit also asks for exemplary damages, compensation for emotional stress and court costs and attorney's fees.

All sold at Greenfield Village auction

Cars, calliopes, canoes

By Roger Rowand

DEARBORN. — The Henry Ford Museum and Greenfield Village held an auction of duplicate items and things that didn't fit into its exhibit theme. It grossed $1 million and netted $900,000.

The sale, held on two beautiful September weekend days included some 600 objects, all of which were sold. It was an absolute auction, meaning no minimum bids were established.

Items auctioned included a truck-mounted calliope, a stagecoach, a rickshaw, a birch bark canoe and dozens of cars.

Top-dollar item was a 1922 Joswin town car powered by a Mercedes Flugmotor and with an interior of brocade, tapestries and rosewood and gold and ivory fittings. That car brought $90,000.

A mint condition 1905 Martini that had been displayed in the museum was sold for $29,500, and a White House Lincoln limo once used by First Lady Jacqueline Kennedy went for $36,000. Bidding on a near-perfect 1958 BMW convertible climbed to $54,000 while a scale model of that same car moved at $9,700.

The auction was a first for the museum and historical village. Officials called it a resounding success but declined to predict when, or if, there would be another.

One brass and copper model of an 1860 steam locomotive was sold for $11,000. Three old household vacuum cleaners went to a single bidder for $6. A bid of $2 won for another bidder on three handles from electric vacuum cleaners, maker unknown.

Other cars that went at the block included: 1940 Ford GP Pgmy (Army experimental car), 1915 Hudson Coupe, 1930 Rolls-Royce, 1921 Lincoln (Leland) touring car, 1914 Abbott-Detroit Roadster and a brand new 1980 MG-B, the last MG imported to the U. S.

Real heritage

Buick is playing up the 80-year history of Century to talk about modern-day, state-of-the-art engineering in the '83 models. All '83 Buick ads have the Olympiad logo to identify Buick's official-car status. McCann - Erickson is the agency.

Small hike for Honda; Toyota's is bigger; Nissan in between

Imports join '83 price sweepstakes

By John K. Teahen Jr.
Managing Editor

There were surprises on the high side and on the low side as the imports began posting their 1983 U. S. prices last week. First out of the starting gate were Honda, Toyota, Nissan and Mercedes-Benz.

The Honda increase was surprisingly low. It averaged $120, or 1.6 percent, on Civic and Accord models. The '83 Prelude won't be priced until early next year.

On the other hand, the Toyota increase was surprisingly high. It averaged $287, or 3.8 percent, above the '82 stickers.

Nissan wound up right in the middle of its two chief rivals with a boost averaging $205, or 2.6 percent.

Mercedes models climbed an average of 3 percent with the boosts ranging from $612 to $1,614. Of course, price is not that big a factor in the $30,000-plus market where most Mercedes autos are lodged.

At Honda, Civic prices went up $100 over comparable 1982 models. The leader is the Civic 1300 two-door hatchback at $4,899, and the lowest sticker on a Civic 1500 is $5,949 for the DX two-door hatchback with five-speed manual transmission.

Honda Accord stickers rose $50 to $150 with one exception. The hatchback coupe with automatic transmission jumped $350 because power steering has been made standard. The base Accord hatchback is $7,449, up $50.

Toyota's pricing action was more complex because of its tremendously wide model lineup. In general, the more expensive the car, the bigger the price hike.

For example, Toyota held the line on several of its Corolla models, while increases ranged as high as $560 on Celica and $800 on Supra. The Cressida four-door wagon rose $1,030, and the Cressida four-door sedan jumped $1,320.

• It would appear that Toyota is betting on a continuation of the Japanese government's restrictions on exports to the U. S. and that the company plans to put greater stress on cars that carry higher prices and bring higher profits.

The newest Toyotas are in the redesigned Tercel series, and it's difficult to compare them to the '82s because of the change from notchback to hatchback on many models. All the '83 Tercels are hatchbacks (Toyota calls them Liftbacks), and hatchbacks are usually higher priced than notchbacks.

Tercels start at $4,998 for the base two-door hatchback, the same price as the '82 notchback. The Deluxe hatchback at $6,198 is up $180 and the SR-5 hatchback at $6,618 is $190 more than the comparable '82 unit. Other '83 hatchbacks are some $500 more than '82 notchbacks.

The new Tercel four-wheel-drive wagon is $7,398 for the Deluxe version and $8,148 for the SR-5.

The Starlet hatchback is $5,838, up $260.

Corolla prices start at $5,448 for the base two-door sedan with four-speed and $6,018 for the Deluxe two-door with five-speed. Seven Corolla models are unchanged from '82, and five fancier units are up $70 to $100.

The base Toyota Celica coupe rose $140 to $7,299, but the boost was $440 to $560 on four other models. In the Supra line, the hikes were $550 to $800. Supra models start at $14,148.

In the Cressida series, four-door sedan is $13,569 (up $1,320) and the four-door wagon is $13,729 (up $1,030). Both have automatic transmission. A five-speed Cressida four-door sedan has been added at $13,169.

• Toyota said some of its '83 price increase is due to product upgrading. New features include electronic fuel injection on the Celica GT and Starlet; a 1.6-liter engine (down from 1.8) and rack and pinion steering on Corolla, and a digital-control microcomputer for improved performance on the Supra and Celica GT.

The Cressida now has the twin-cam engine formerly used only in Supra, plus Supra's independent rear suspension and a new electronically controlled four-speed overdrive transmission.

Nissan announced prices for its Nissan Sentra, Nissan Stanza and Datsun Maxima models. The 280-ZX and the 200-SX will be priced later. However, a spokesman said the $205 average boost includes the hikes that will be made on two sporty lines.

The base Sentra two-door sedan holds at its '82 price of $4,949, and other Sentra models are up $120 to $250.

In the Stanza series, there were hikes of $200 on the Deluxe two-door and four-door hatchbacks and $100 on the XE two-door and four-door hatchbacks. Stanza models start at $6,999 for '83.

The Sentra models now have a 1.6-liter four-cylinder engine, which replaces the 1.5-liter powerplant used in '82. Power steer-

Continued on Page 46, Col. 4

Mercedes' new-market machine

Daimler-Benz in Stuttgart has released the first official photo of its new W201 model, right, which will be launched in December. The car, initially to be known as the 190 and 190E, is in a lower market segment than the revised W123 series, left—a category which breaks new ground for D-B. The W201 looks like a miniature version of the company's S-class, and is said to be very light, economical and spacious.

Service Index shows tiny advance for month

By Francis J. Gawronski
Service Editor

Despite a sharp drop in the rate of growth, new-car dealers' service and parts service business registered a slight increase in July. It marked the 17th consecutive month that shop volume has shown a gain over the same month a year earlier.

According to the Automotive News Service Index, shop business in July amounted to 100.3 percent to barely top the volume recorded in the same month a year ago. July's gain was the smallest in the last 17 months. In June, service and parts was 107.2 percent of the year-earlier volume.

July also marked the first month in 21 that gross profit on all labor, parts and P&A sales —the most important indicator from the dealers' viewpoint— did not show an increase over the profit made in the same month a year ago. July's profit was down 0.2 percent from the year-ago figure.

Repair orders written were down 6.4 percent in July, marking the eighth straight monthly decline.

The leading indicator in July was shop part sales, those used on customer-paid and warranty repairs, up 4.5 percent from the year-ago figures, while sales of parts and P&A were up 3.4 percent. Total labor sales — both customer-paid and warranty — increased 0.9 percent over the year-earlier figure.

Figures used in the Service Index are averages compiled from replies on shop business from a cross-section of the nation's new-car dealerships.

For the first seven months of the year, dealers' shop volume amounted to 107.0 percent of the business for the same period in 1981.

The leading indicator for the January-July period was shop parts sales, up 12.3 percent, followed by parts and P&A sales, up 11.0 and gross profit, up 9.6 percent.

Labor sales jumped 5.1 percent in the seven-month period, while repair orders written declined 7.6 percent.

SERVICE INDEX
100.3*

	July, '82 vs. July, '81	7 mos., '82 vs. 7 mos., '81
Gross Profit on All Labor and P&A Sales	− 0.2%	+ 9.6%
Repair Orders Written	− 6.4%	− 7.6%
Total Labor Sales (Customer & Warranty)	+ 0.9%	+ 5.1%
Shop Parts Sales (Customer & Warranty	+ 4.5%	+12.3%
Sales of All Parts and P&A	+ 3.4%	+11.0%

*—Survey by Automotive News shows that dealers' service and parts business in July, 1982, was 100.3 percent of business in July, 1981. Service business in the seven months of 1982 was 107.0 percent of business in the corresponding period in 1981.

Word from the Fed

Paul Volcker, chairman of the Federal Reserve Board of Governors, addressed 350 delegates to NADA's Washington Conference. The two-day meeting was attended by NADA directors and state dealer association presidents and managers. Volcker said he is encouraged by recent developments on Wall Street and in financial markets.

Chrysler contract faces rough time in voting

By Marjorie Sorge
Labor Editor

The new contract between the UAW and Chrysler Corp. may be too modest to win rank-and-file approval.

Many Chrysler workers have said the new pact does not go far enough in restoring their parity with workers at Ford Motor Co. and General Motors. The difference in the hourly rates is about $2.50.

But the UAW leadership is working hard to sell the new contract to the dissident membership. Letters have been sent to all Chrysler workers explaining the new agreement and urging them to vote yes on ratification.

Also, UAW president Douglas A. Fraser is planning to visit many locals to try and personnally sell the pact.

At press time, no date had been set for the ratification process to begin, but sources said it would probably be after Fraser has made the rounds to the locals.

But even with Fraser's personal touch, many workers in the Detroit area say they will vote down the agreement.

The leadership of Local 1264, in Sterling Heights, has written a letter to the international UAW, seeking the resignation of the entire Chrysler negotiating committee.

Even so, David Eisenberg, auto analyst for Sanford Bernstein, said he believes the contract will be ratified with about 51 percent of the vote. He said it gives the Chrysler workers a start at catching up with their counterparts at Ford and GM.

The new agreement is two-tiered. It consists of a one-year agreement on economic issues and two years on non-economic issues such as work rules, absenteeism, worker representation and seniority.

According to Fraser, when the economic package is negotiated again next year, the difference between wages at Chrysler and those at Ford and GM should drop to about $2.00 an hour.

Both Chrysler and the UAW agreed the contract is modest but indicate it is the best that can be done in the current economy.

Eisenberg said the pact will cost Chrysler about $100 per unit, but will still let the company maintain a $200 to $300 per unit advantage over Ford and GM. He said $100 per unit cost will be offset by increased productivity.

He said labor costs will rise from $19.63 to $20.43 by the end of the first contract year.

The contract also provides for a $10 million cut in medical care costs in the first year of the contract, which Eisenberg said will amount to a savings of about six cents an hour per worker.

It also gives the workers three quarterly lump sum cost-of-living adjustments beginning in December. Based on a 6-percent inflation rate, that would generate 16 cents in the first quarter and 17 cents in the second and third quarters.

There is also a wage increase tied to the company's profitability. Again, they are lump sum payments. If the company's profit is between $20 and $50 million, $4 million will be set aside to be divided among the workers. If the profit is $50 million or more, $8 million will be set aside.

But some workers say it's not enough and are threatening to

Continued on Page 46, Col. 4

Ford on deadline in Canada; GM contract ratified

TORONTO. — The current agreement between the UAW and Ford Motor Co. of Canada will expire at midnight Sept. 28.

The union will try and negotiate an agreement similar to the one reached Sept. 14 with General Motors of Canada. That agreement was ratified by about 80 percent of the GM workers last week.

The GM agreement gives workers cost-of-living-adjustments, a small wage increase in the last part of the pact, and lump-sum payments to retirees. It also eliminates all paid personal holidays after December and has phased in wages for new hires.

The new two-year contract will give workers a $1.95 an hour increase during its lifetime.

The GM agreement covers 33,600 Canadian workers and the Ford pact covers 12,400.

Clark, Volvo OK long-term finance deal

BUCHANAN, Mich. — Clark Equipment Co., Buchanan, and A.B. Volvo of Sweden have announced a long-term operating agreement between the companies' subsidiaries, Clark Equipment Credit Corp. and Volvo White Truck Corp.

The agreement provides for Clark Credit to finance Volvo White's U. S. heavy-truck dealers and retail customers.

At the same time, White Motor Corp., which is in Chapter 11 proceedings, announced a purchase agreement under which Clark Credit will acquire White Motor Credit Corp. The agreement is subject to approval by the U. S. Bankruptcy Court and certain other conditions.

A. B. Volvo and White Motor signed a letter of intent in June, giving Volvo or its designee the right to acquire White Credit. Volvo has assigned the rights to Clark Credit.

White Credit, with net receivables of approximately $200 million, is headquartered in Beachwood, O., and has six regional offices in the U. S.

Clark Credit has specialized in financing Clark Equipment's dealers and customers. Clark Credit is headquartered in Buchanan, with nine regional offices in North America and assets of $1 billion.

Clark Equipment is a manufacturer of industrial lift trucks, construction machinery, automotive transmissions and industrial drivetrain components around the world.

Army's new 8x8 built by Oshkosh

The U. S. Army has begun taking delivery of new eight-wheel-drive trucks manufactured by Oshkosh Truck Corp., Oshkosh, Wis. A five-year contract calls for 2,140 vehicles with options for an additional 5,350. Value of the base contract without options is $240 million.

Aftermarket to grow for HDs, firm predicts

NEW YORK. — The heavy-truck aftermarket is projected to grow 4 percent a year in real terms between 1980 and 1988, a rate substantially greater than that of the Gross National Product.

According to Frost & Sullivan Inc., sales of motor fuel, lubricants, replacement parts, accessories and tires will escalate from $21.6 billion in 1980 to nearly $30 billion by 1988 (at 1980 end-user prices). Using projected 1988 prices, the market will nearly quadruple to some $80 billion.

"It is important to bear in mind, however, that the heavy-duty aftermarket is a cyclical market," cautions the research organization's study, *Heavy Duty Truck Aftermarket*. "It offers greater growth potential than the passenger car aftermarket, but there can be considerable deviation from average growth rates within any period of four to five years. Also there are considerable differences in real growth rates by product category."

Motor fuel, the largest category by far, is expected to see its share of the overall market drop slightly from better than 75 percent in 1980 to 73 percent by 1988. Figuring behind this decline is the anticipated acceleration in the trend to dieselization, resulting in a market

Continued on Page 35, Col. 1

Ram Tough theme used in radio, TV and magazine ads

Dodge aggressive in '83 truck pitch

By Joseph Bohn
Marketing Editor

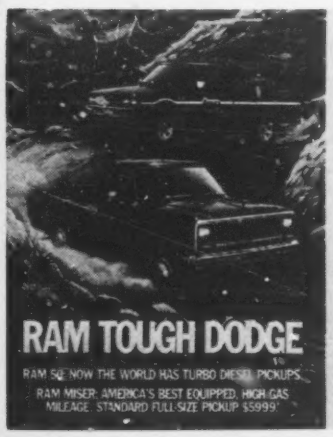
HIGHLAND PARK, — Dodge has been having a good year with its truck lines, and will continue to aggressively promote '83s in TV, magazine and radio.

In TV, Dodge uses some unusual combinations of live product footage and animation —background by classical music from an Moussorgsky adaptation — to capture attention for the "Ram Tough" image.

TV spots open, for example, with a huge Ram backgrounded on an electrically charged mountain, which lead into live footage of trucks moving up a real road up a hand-drawn "Ram Mountain."

The animation process "tested about twice as high as any other type" shown consumer panels, according to Lee F. Farrell, Truck Operations ad manager.

Impact and awareness are the chief aims of the elaborate effort, with officials claiming a 50 percent-plus national awareness for the "Ram Tough" theme as a result of three years of promotion.


RAM TOUGH DODGE
RAM SEE NOW THE WORLD HAS TURBO DIESEL PICKUPS.
RAM MISER: AMERICA'S BEST EQUIPPED, HIGH-GAS MILEAGE STANDARD FULL-SIZE PICKUP $5999*

Turbocharging plus fuel economy

The economy-minded Dodge Ram Miser and the new Power Ram 50 are featured in this '83-model ad extolling the availability of the world's first turbo-diesel and a well-equipped, high MPG, full-size pickup.

Initially, three "Ram Mountain" TV spots are being produced. They feature the full-size Dodge Ram pickup, the new Power Ram 50 turbo-diesel pickup and the Rampage.

Each has a matching 60-second radio spot using the "Ram Mountain" theme music.

The "Ram Mountain" also is featured in three print ads and other 60-second radio spots.

"New Toughness in trucks . . . Dodge Ram pickups go beyond what others call tough," says a TV commercial for the full-size pickup, citing carbon steel frame, galvanized steel for rust protection and other durability features.

"There's a new power in trucks, turbo-diesel power" says the TV spot for the Power Ram 50 model, claiming superiority over Ford Ranger and Chevrolet S-10.

The commercial draws attention to the "biggest payload of all compacts," double-wall steel construction and the uniqueness of the turbo-diesel pickup ("the world's only" such model).

• Magazine ads use the same background as TV to reinforce consumer impressions.

A full-page, four-color ad for the Power Ram 50, for example, proclaims that "Now the world has pickups with the power of a diesel and the punch of turbocharging."

It provides fixed specifications on engine, transmission, steering, fuel tank, payload, suspension and MPG similar to the

Continued on Page 21, Col. 1

truck industry news

196,531 counted, up 3.6 pct.

July registrations show slight increase over '81

In spite of a slowdown in light-truck tallies, July registrations of new trucks of all types in the U. S. were slightly higher than those in the same month a year ago.

During the month, according to R. L. Polk & Co. statistics, 196,531 vehicles were registered in the 49 reporting states, an increase of 3.6 percent over the year-earlier 189,680 units.

The seven-month total of 1,401,069 tallies was 9.8 percent higher than the 189,680 units registered in the same period in 1981.

In July, there were 182,326 light-truck registrations, an increase of 6.7 percent over the

Table on Page 24.

year-ago 170,924 but 13.5 percent below the June count of 210,736 units.

Tallies were higher in all three light-truck weight groups in July versus last year, but in July only Group 3 vehicles topped those registered in June.

Group 1 tallies in July totaled 101,461, up 9.7 percent over the year-earlier 92,526 and 11.5 percent below June's 114,612 units.

• In July, there were 78,565 Group 2 registrations, 2.2 percent higher than last year's 76,908 and 16.6 percent lower than the previous month's 94,213 units.

The Group 3 total in July was 2,303, up 54.4 percent from last year's 1,490 and 20.4 percent higher than June's 1,911 units.

Medium and heavy-truck

Continued on Page 25, Col. 1

7-month tallies of heavy trucks decline 16.7 pct.

Registrations of new heavy trucks in the U. S. were down 16.7 percent from a year ago in the first seven months of 1982, according to R. L. Polk & Co. statistics.

Through July, 77,982 Groups 7 and 8 trucks were registered in the 49 reporting states, compared with 93,615 units in the comparable period in 1981.

Tallies were off substantially in both big-truck groups, but Group 7 fared somewhat better than the heaviest weight class.

In the January-July period, there were 34,721 Group 7 registrations, a decline of 12.7 percent from last year's 39,793. The Group 8 total was down 19.6 percent, from 53,822 units a year ago to 43,261.

In July, 10,668 heavy trucks were registered, a decline of almost 25 percent from last year's 14,213.

During the month, 4,535 Group 7 vehicles were tallied, down 24.1 percent from the year-earlier 5,978. Group 8 was off 25.5 percent to 6,133 units, compared with 8,235 a year ago.

U. S. TRUCK REGISTRATIONS

SEVEN MONTHS, 1982 VS. 1981★

	7 mos., 1982	Percent Share of '82 market	7 mos., 1981	Percent Share of '81 market	'82-'81 Change, Pct. pt.
Chevrolet	448,620	32.02	387,530	30.38	+ 1.64
Ford	425,003	30.34	409,531	32.11	— 1.77
Dodge	131,009	9.35	97,619	7.65	+ 1.70
GMC	125,387	8.95	94,316	7.39	+ 1.56
Jeep	34,379	2.45	32,000	2.51	— 0.06
International	25,368	1.81	35,858	2.81	— 1.00
Mack	9,352	0.67	10,986	0.86	— 0.19
Plymouth*	6,458	0.46	9,558	0.75	— 0.29
Kenworth	4,340	0.31	6,214	0.49	— 0.18
Freightliner	4,107	0.29	5,175	0.41	— 0.12
Peterbilt	3,377	0.24	3,603	0.28	— 0.04
Mercedes-Benz	1,776	0.13	2,119	0.16	— 0.03
White	1,178	0.08	1,653	0.13	— 0.05
Western Star	408	0.03	479	0.04	— 0.01
Autocar	349	0.03	734	0.06	— 0.03
Volvo	334	0.02	924	0.07	— 0.05
Misc.**	179,624	12.82	177,302	13.90	— 1.08
TOTALS	1,401,069	100.00	1,275,595	100.00	.....

★—No registrations for Oklahoma, 1982 and 1981.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

SEVEN MONTHS, 1982 VS. 1981★

	7 mos., 1982	Percent Share of '82 market	7 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Ford	18,158	23.28	19,465	20.79	+ 2.49
International	17,061	21.88	24,308	25.97	— 4.09
GMC	14,274	18.30	12,639	13.50	+ 4.80
Mack	8,088	10.37	10,238	10.94	— 0.57
Chevrolet	4,778	6.13	6,314	6.74	— 0.61
Kenworth	4,340	5.57	6,214	6.64	— 1.07
Freightliner	4,107	5.27	5,175	5.53	— 0.26
Peterbilt	3,377	4.33	3,603	3.85	+ 0.48
White	1,178	1.51	1,653	1.76	— 0.25
Mercedes-Benz	553	0.71	514	0.55	+ 0.16
Western Star	408	0.52	479	0.52	.....
Autocar	349	0.45	734	0.78	— 0.33
Volvo	334	0.43	909	0.97	— 0.54
Misc.	977	1.25	1,370	1.46	— 0.21
TOTALS	77,982	100.00	93,615	100.00	.....

★—No registrations for Oklahoma, 1982 and 1981.

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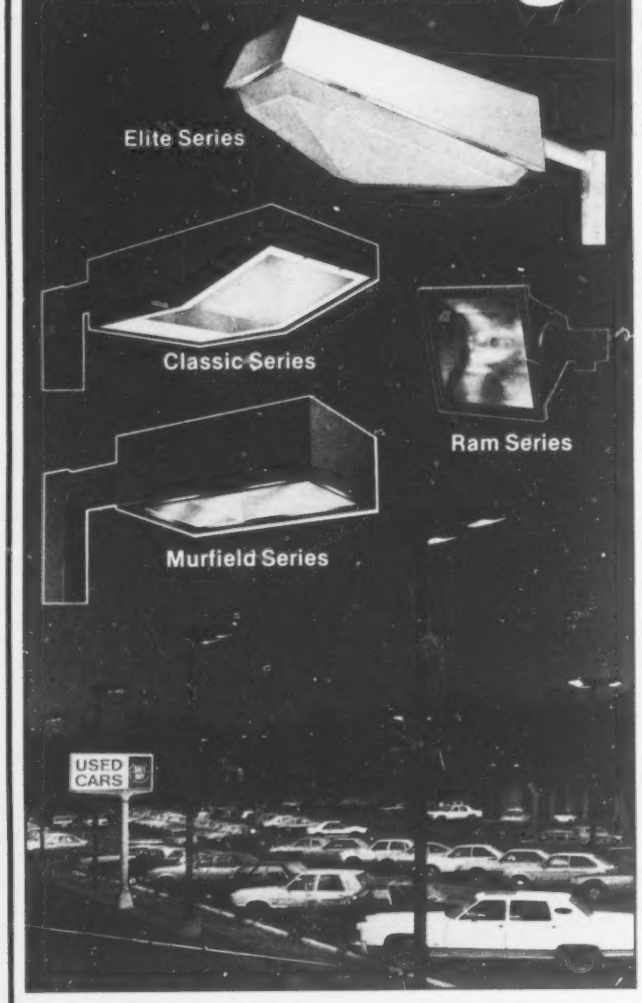

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NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

SEVEN MONTHS, 1982 VS. 1981★

		Group 1 6,000 pounds and less	Group 2 6,000-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**July, '82**	.....	.....	.....	.....	.....	.....	.....	**37**	**37**
	July, '81	.....	.....	.....	.....	.....	.....	.....	100	100
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**349**	**349**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	734	734
BROCKWAY	**July, '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	July, '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	**July, '82**	**29,688**	**25,023**	**2,217**	.....	**27**	**447**	**721**	**52**	**58,175**
	July, '81	27,644	24,224	1,419	.....	48	594	897	94	54,920
	Year to Date '82	**241,167**	**188,523**	**11,272**	.....	**242**	**2,638**	**4,374**	**404**	**448,620**
	Year to Date '81	207,422	160,684	7,518	.....	507	5,085	5,683	631	387,530
(Memo Units) #	**July, '82**	**17,456**	**9,615**	.....	.....	.....	.....	.....	.....	**27,071**
	July, '81	9,914	7,916	.....	.....	.....	.....	.....	.....	17,830
	Year to Date '82	**145,121**	**63,737**	.....	.....	.....	.....	.....	.....	**208,858**
	Year to Date '81	80,860	47,890	.....	.....	.....	.....	.....	.....	128,750
DODGE	**July, '82**	**12,910**	**7,239**	.....	.....	.....	.....	.....	.....	**20,149**
	July, '81	8,258	6,839	41	.....	.....	.....	.....	.....	15,138
	Year to Date '82	**85,704**	**45,287**	**18**	.....	.....	.....	.....	.....	**131,009**
	Year to Date '81	55,593	41,714	310	2	.....	.....	.....	.....	97,619
(Memo Units) #	**July, '82**	**7,619**	**5,399**	.....	.....	.....	.....	.....	.....	**13,018**
	July, '81	4,940	4,176	1	.....	.....	.....	.....	.....	9,117
	Year to Date '82	**54,025**	**31,265**	.....	.....	.....	.....	.....	.....	**85,290**
	Year to Date '81	33,874	23,814	24	.....	.....	.....	.....	.....	57,712
FORD	**July, '82**	**22,313**	**35,575**	.....	.....	.....	**947**	**1,805**	**852**	**61,492**
	July, '81	19,780	36,631	.....	.....	.....	1,137	2,065	815	60,428
	Year to Date '82	**142,714**	**257,865**	.....	.....	.....	**6,266**	**12,958**	**5,200**	**425,003**
	Year to Date '81	137,285	244,987	.....	.....	.....	7,794	14,525	4,940	409,531
(Memo Units) #	**July, '82**	**14,680**	**15,433**	.....	.....	.....	.....	.....	.....	**30,113**
	July, '81	6,448	12,440	.....	.....	.....	.....	.....	.....	18,888
	Year to Date '82	**78,031**	**96,264**	.....	.....	.....	.....	.....	.....	**174,295**
	Year to Date '81	50,893	79,223	.....	.....	.....	.....	.....	.....	130,116
FREIGHTLINER	**July, '82**	.....	.....	.....	.....	.....	.....	.....	**494**	**494**
	July, '81	.....	.....	.....	.....	.....	.....	.....	851	851
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**4,107**	**4,107**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	5,175	5,175
GMC	**July, '82**	**6,584**	**8,197**	**83**	.....	**149**	**366**	**820**	**737**	**16,936**
	July, '81	4,818	6,378	30	.....	200	510	1,035	1,054	14,025
	Year to Date '82	**50,535**	**57,014**	**714**	.....	**684**	**2,166**	**9,165**	**5,109**	**125,387**
	Year to Date '81	34,320	43,345	71	.....	587	3,348	6,369	6,270	94,310
(Memo Units) #	**July, '82**	**3,185**	**2,582**	.....	.....	.....	.....	.....	.....	**5,767**
	July, '81	823	2,014	.....	.....	.....	.....	.....	.....	2,837
	Year to Date '82	**25,147**	**16,793**	.....	.....	.....	.....	.....	.....	**41,940**
	Year to Date '81	5,345	12,103	.....	.....	.....	.....	.....	.....	17,448
INTERNATIONAL	**July, '82**	.....	.....	.....	.....	.....	**1,292**	**969**	**1,503**	**3,764**
	July, '81	.....	133	.....	.....	.....	1,686	1,728	2,052	5,599
	Year to Date '82	.....	.....	.....	.....	.....	**8,307**	**7,007**	**10,054**	**25,368**
	Year to Date '81	.....	1,746	.....	.....	.....	9,804	11,657	12,651	35,858
(Memo Units) #	**July, '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	July, '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	**July, '82**	**3,529**	**1,618**	.....	.....	.....	.....	.....	.....	**5,147**
	July, '81	3,771	1,845	.....	.....	.....	.....	.....	.....	5,616
	Year to Date '82	**20,246**	**14,133**	.....	.....	.....	.....	.....	.....	**34,379**
	Year to Date '81	20,027	11,973	.....	.....	.....	.....	.....	.....	32,000
(Memo Units) #	**July, '82**	**3,529**	**1,259**	.....	.....	.....	.....	.....	.....	**4,788**
	July, '81	3,771	1,357	.....	.....	.....	.....	.....	.....	5,128
	Year to Date '82	**20,246**	**10,582**	.....	.....	.....	.....	.....	.....	**30,828**
	Year to Date '81	20,027	8,790	.....	.....	.....	.....	.....	.....	28,817
KENWORTH	**July, '82**	.....	.....	.....	.....	.....	.....	.....	**578**	**578**
	July, '81	.....	.....	.....	.....	.....	.....	.....	872	872
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**4,340**	**4,340**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	6,214	6,214
MACK	**July, '82**	.....	.....	.....	.....	.....	**162**	**52**	**1,091**	**1,305**
	July, '81	.....	.....	.....	.....	.....	116	42	1,340	1,498
	Year to Date '82	.....	.....	.....	.....	.....	**1,264**	**346**	**7,742**	**9,352**
	Year to Date '81	.....	.....	.....	.....	.....	748	159	10,079	10,986
MERCEDES-BENZ	**July, '82**	.....	.....	.....	.....	.....	**145**	**94**	.....	**239**
	July, '81	.....	.....	.....	.....	.....	.....	.....	.....	299
	Year to Date '82	.....	.....	.....	.....	.....	**1,223**	**553**	.....	**1,776**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	2,119
PETERBILT	**July, '82**	.....	.....	.....	.....	.....	.....	.....	**435**	**435**
	July, '81	.....	.....	.....	.....	.....	.....	.....	563	563
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**3,377**	**3,377**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	3,603	3,603
PLYMOUTH	**July, '82**	**543**	**332**	.....	.....	.....	.....	.....	.....	**875**
	July, '81	714	403	.....	.....	.....	.....	.....	.....	1,117
	Year to Date '82	**3,998**	**2,460**	.....	.....	.....	.....	.....	.....	**6,458**
	Year to Date '81	6,963	2,595	.....	.....	.....	.....	.....	.....	9,558
VOLVO	**July, '82**	.....	.....	.....	.....	.....	.....	**49**	**37**	**86**
	July, '81	.....	.....	.....	.....	.....	.....	73	82	155
	Year to Date '82	.....	.....	.....	.....	.....	.....	**224**	**110**	**334**
	Year to Date '81	.....	.....	.....	.....	2	13	454	455	924
WESTERN STAR	**July, '82**	.....	.....	.....	.....	.....	.....	.....	**34**	**34**
	July, '81	.....	.....	.....	.....	.....	.....	.....	52	52
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**408**	**408**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	479	479
WHITE	**July, '82**	.....	.....	.....	.....	.....	.....	.....	**182**	**182**
	July, '81	.....	.....	.....	.....	.....	.....	.....	229	229
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**1,178**	**1,178**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	1,653	1,653
MISCELLANEOUS*	**July, '82**	**25,894**	**581**	.....	.....	**2**	.....	**25**	**101**	**26,603**
	July, '81	27,541	455	.....	1	1	250	138	128	28,514
	Year to Date '82	**174,885**	**3,750**	.....	**5**	**7**	.....	**94**	**883**	**179,624**
	Year to Date '81	172,953	2,766	2	7	6	1,803	946	877	179,360
TOTALS	**July, '82**	**101,451**	**78,565**	**2,300**	.....	**178**	**3,359**	**4,535**	**6,133**	**196,531**
	July, '81	92,526	76,908	1,490	1	249	4,293	5,978	8,235	189,680
	Year to Date '82	**719,249**	**569,032**	**12,004**	**5**	**933**	**21,864**	**34,721**	**43,261**	**1,401,069**
	Year to Date '81	634,563	509,810	7,901	9	1,102	28,595	39,793	53,822	1,275,595

★—No Oklahoma registrations, 1982 and 1981.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, Sportvan, El Camino, Blazer, LUV and S-10; Dodge, vans, Ram Wagon, Ramcharger, Ram 50 and Rampage; Ford, Econoline vans, Club Wagon, Bronco, Courier and Ranger; GMC, vans, Jimmy, Caballero and S-15; Jeep, CJs, Cherokee, Wagoneer and Scrambler. *—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, IVECO/Magirus, Diamond Reo, Hendrickson, etc.

—Compiled from R. L. Polk & Co. data.

196,531 trucks counted, up 3.6 pct.

July registrations show slight increase over '81

Continued from Page 20

registrations were down sharply in July. Mediums were off 22.1 percent, from 4,543 units in the same month in 1981 to 3,537. There were 10,668 heavy-truck tallies during the month, down 24.9 percent from the year-ago 14,213.

Through July, all light-truck classifications showed good gains over the like period last year, but the big-truck groups suffered stiff setbacks.

The seven-month light-truck total was 1,300,285 units, an increase of 12.8 percent over last year's 1,152,274. Mediums were down 23.2 percent to 22,802, compared with 29,706 in 1981. Heavies dropped from 93,615 a year ago to 77,982, a decline of 16.7 percent.

Group 1 registrations through July were up 13.3 percent, from 634,563 a year ago to 719,249. There were 569,032 Group 2 tallies, up 11.6 percent from last year's 509,810. Group 3 was 51.9 percent higher, 12,004 this year versus 7,901 in 1981.

• In the medium segment through July, 21,864 Group 6 trucks were registered, off 23.5 percent from last year's 28,595. Group 5 was down 25.3 percent, 1,102 versus 933. Only five Group 4 units were tallied in the seven-month period, compared with nine a year ago.

Group 7 light/heavy trucks totaled 34,721 units through July, a decline of 12.7 percent from last year. The Group 8 heavy count was down 19.6 percent, from 53,822 units in 1981 to 43,261.

In July, No. 2 Ford narrowed Chevrolet's lead slightly. During the month, 61,492 Ford trucks were registered, 3,317 more than Chevrolet's 58,175.

Through July, Chevrolet had 448,620 registrations and Ford had 425,003, a difference of 23,617 units. Chevrolet accounted for 32.12 percent of the industry total, while Ford had 30.34 percent.

For executives from Executive

Executive Coach Builders, Springfield, Mo., builds luxurious 46-inch stretch limousines from the Lincoln Town Sedan, pictured here, and Cadillacs and Mercedes, at a rate of 16 a month. Standard equipment includes electronic bar, crystal decanter, Sony TV, 100-watt stereo, reading lamp, power-operated divider and moonroof.

Deadline set on entries for DANDY awards

DETROIT. — The Newspaper Advertising Bureau announced that the entry deadline for the 10th annual DANDY awards competition, recognizing excellence in automotive dealer display advertising in daily newspapers, will be Nov. 24, 1982.

Awards for best single ad and for best campaign will be given in three categories: For dealer associations, for individual dealers in large metropolitan markets and for individual dealers in smaller markets.

In addition, there will be special awards for the best campaign or single ad by a dealer trade association or multi-line group and for the best use of color in dealer or dealer association display advertising.

Entries may cover any phase of the dealer business—inciuding new cars, used cars, trucks, leasing, service, dealer image, special promotions, or model cleanup—and must have run in any section of a daily or Sunday newspaper from Jan. 1, 1982, through the entry deadline. The 1983 announcement advertising is also eligible.

All DANDY enrties are automatically entered in the bureau's annual ATHENA awards competition for outstanding creative advertising in daily newspapers.

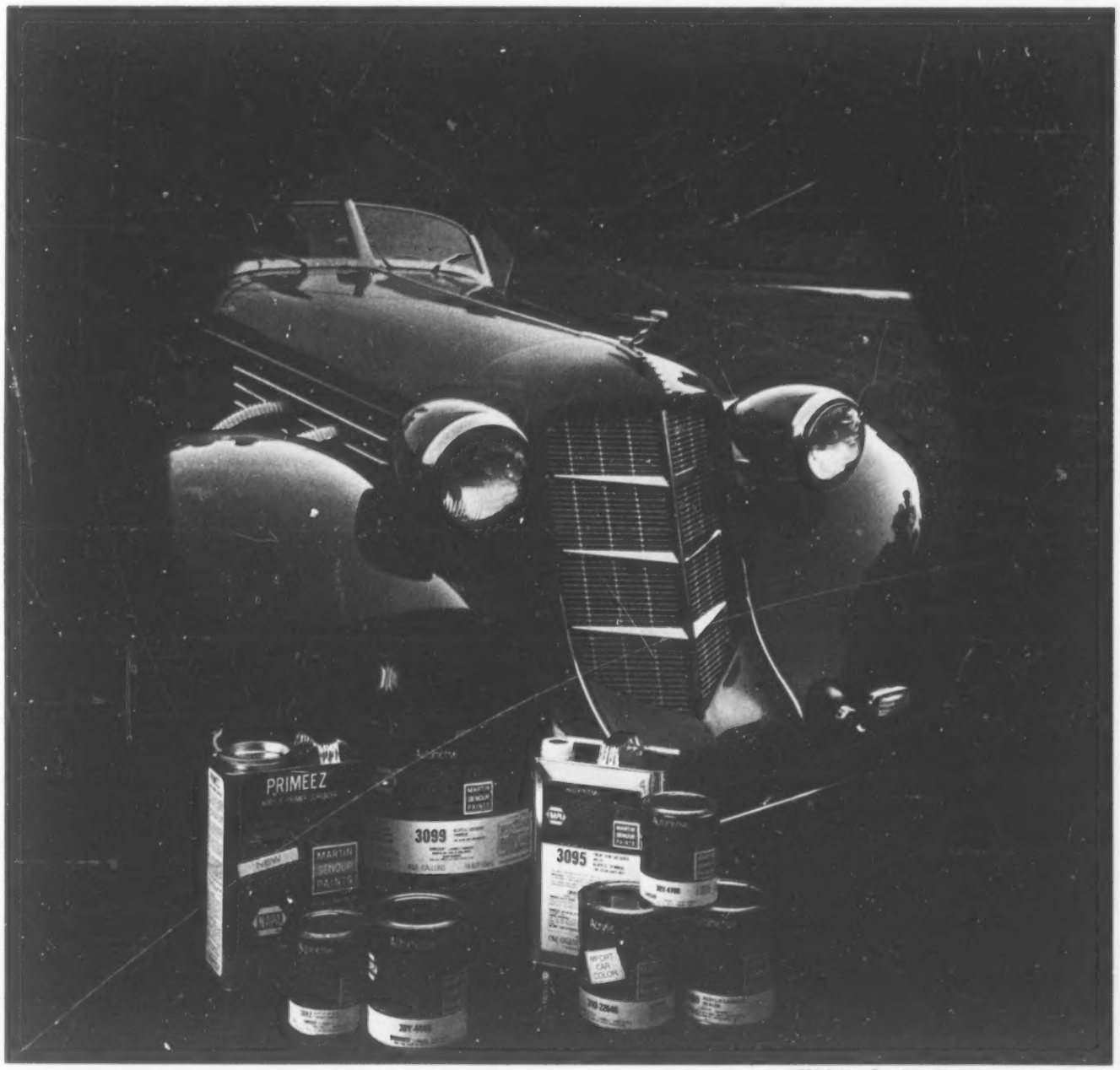
DANDY award winners will be announced Feb. 12, 1983, at the NADA convention in Las Vegas.

Further information and entry forms are available by writing to DANDY Awards, Newspaper Advertising Bureau, 280 N. Woodward Ave., Birmingham, MI 48011, or by calling (313) 642-9200.

Kelsey-Hayes to supply wheels to Nissan plant

ROMULUS, Mich. — Kelsey-Hayes Co. has been awarded a contract to supply 14-inch and 15-inch wheels for Nissan trucks built in the U. S.

The wheels will be supplied from Kelsey - Hayes' Sedalia (Mo.) plant. The 275,000-square-foot facility has an annual capacity of up to 10 million wheels.



1935 Auburn Speedster, Owner Hugo Fischer

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American Motors

Sept. 29—Kansas City Auto Auction, Kansas City, Mo.; Metropolitan Milwaukee Auto Auction, Caledonia, Wis., and Southern Auto Auction, Warehouse Point, Conn.

Sept. 30—Evansville Auto Auction, Evansville, Ind.; Fredericksburg Auto Auction, Fredericksburg, Va., and Minneapolis North Star Auto Auction, Shakopee, Minn.

Chrysler Corp.

Sept. 28—Hatfield Auto Auction, Hatfield, Pa., and Aptco Auto Auction, Taylor, Mich.

Sept. 30—St. Pete Auto Auction, St. Petersburg, Fla.

Olds-GMC dual

SARASOTA, Fla. — Royal Oldsmobile-GMC Co. has opened here. Kemp Lewis heads the dealership.

Used car sales
Auction Averages

September to date	$4,851
Month ago	$4,910
Year ago	$4,321

Model breakdown
Auction Averages

	SEPTEMBER TO DATE	AUGUST	JULY
1982	$8,178	$8,749	$9,371
1981	6,571	6,591	6,824
1980	5,204	5,348	5,377
1979	4,953	4,830	4,823
1978	3,897	3,867	3,872
1977	3,100	3,038	2,935
1976	1,979	2,046	2,103
1975	1,293	1,357	1,586
Overall Average	$4,851	$4,910	$4,885

Cadillac deal sold

TRENTON, N. J. — Colonial Cadillac, which has been owned and operated for 21 years by the Knobloch and Murray families, has been purchased by Jeff Feldman and Bill Stamps, both of Philadelphia.

Louisiana's leaders

New officers of the Louisiana Automobile Dealers Assn. are, from left, Don Barker, past president; A. J. Lousteau Jr., president; Pete Abington, vice president, and Earle (Buck) Cefalu, treasurer.

used-car auction directory

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Week's total rises to 107,978

Chrysler return hikes car output

By Patricia Hoffman
Staff Writer

Domestic car production last week showed some improvement as all but one of Chrysler Corp.'s assembly points returned to normal five-day operations following a mid-week strike which marred the previcus week's total.

There were 107,978 cars targeted last week, up 2.27 percent from the previous week's 101,611, but the total fell 4.13 percent short of the 112,634 units in the comparable 1981 period.

A high rate of absenteeism kept both shifts at Chrysler's Newark facility idle last Monday (Sept. 20) as all other Chrysler plants returned to work following a three-day strike which began Sept. 15. Both shifts at Newark returned Tuesday, Sept. 21.

A railroad strike last week cut production schedules at four General Motors facilities. GM's Janesville, Leeds and Lordstown points operated half a day on Wednesday (Sept. 22), while the GM Wilmington plant worked two-four hour shifts.

GM's Norwood facility was idled last Tuesday for model, changeover. Operations are slated to resume Oct. 7.

Ford Motor's Wayne and Metuchen plants were closed last week due to heavy inventory.

Also at Ford, the Atlanta, Lorain and San Jose facilities remained idle last week to cut inventory.

The Volkswagen of America Westmoreland point, idled Aug. 2 for an extensive model changeover period, plans to reopen today (Sept. 27) for a "systems fill." Job-One production of 1983 model cars is scheduled for Oct. 4.

American Motors' Kenosha point increased production last week of the Renault Alliance. Output was doubled to 600 units a day on two shifts.

GM's Oklahoma City facility operated on daily overtime schedules last week following it's return from model changeover. Also working overtime at GM was the Linden plant which operated six days last week.

Ford's Wixom point worked 10 hours of daily overtime last week.

Beginning Oct. 11, a second shift will be added to the full-size Mercury line at Ford's Metuchen plant. About 1,200 workers will be called back from indefinite layoff.

So far this year, the auto makers have completed 3,828,620 units, down 22.30 percent from last year's 4,927,350.

5 auto giants to be inducted to Hall of Fame

MIDLAND, Mich.—The Automotive Hall of Fame will induct five persons Thursday (Sept. 30).

Drex D. Minshall, hall of fame chairman, will preside, and Zenon C. R. Hansen, retired chairman of Mack Trucks, Inc., will be the guest speaker.

The inductees are: Walter F. Carey, Bloomfield Hills, Mich., who is the first living person to be elected to the Hall of Fame. He is chairman of the ATA Foundation and past president and chairman of the American Trucking Assns.

Horace E. Dodge, who, with his brother John, founded Dodge Brothers Corp. in 1914.

Carlysle Fraser, founder of Genuine Parts Co.

Martin E. Goldman, long active in the aftermarket business and a partner in Aitkin-Kynett Advertising Co.

J. Irving Whalley, a Ford dealer in Windber, Pa., for 50 years.

At the ceremonies, the AOT also will recognize the 1982 recipients of its Distinguished Service Citation. They are:

Russell W. Case, Harvey Cedars, N. J., co-founder of the Automotive Advertisers Council and founder of the Automotive Publishers Council.

E. M. deWindt, Cleveland, chairman of Eaton Corp.

Robert P. Mallon, a Ford dealer in Tacoma, Wash., and 1978 president of NADA.

George W. Merwin Jr., Emporia, Kans., for his contributions to the automotive service industry.

H. Kenneth Tooman, Allentown, Pa., an executive with International Harvester and Mack Trucks for 30 years.

Alex S. Tremulis, Ventura, Calif., for 49 years a stylist with Duesenberg, Briggs Mfg., American Bantam, Tucker, Kaiser-Frazer, Ford Motor Co. and Subaru.

Six plants down, truck output off 19 pct. for week

Six truck plants went down last week, cutting domestic production 19.13 percent from the previous week's total. But output remained ahead of the comparable 1981 period.

Production last week was 33,403 units, down from 41,304 the previous week, but the total was 14.03 percent above the 29,293 trucks built last year.

Year-to-date, the makers have finished 1,470,109 trucks, a 17.38 percent gain from 1,252,439 completed in the comparable period last year.

Two General Motors points and four Ford Motor facilities were idle last week to cut heavy inventories in the field. They were: GM St. Louis and Pontiac (S-truck), and Ford Kansas City, Louisville, San Jose and Twin Cities.

GM's St. Louis plant was closed three days last week because of the railroad strike.

The GM Detroit plant resumed operations last week following a one-month changeover. Also back at GM was the Pontiac (heavy-duty) point which was idled Aug. 30 for changeover.

Ford's Michigan plant operated daily overtime last week, and the Lorain facility worked Saturday (Sept. 25).

Downtime continued last week at International Harvester's Ft. Wayne and Springfield facilities. Both points were idled Sept. 13 for inventory control.

Volkswagen of America's Westmoreland plant, down since June 28, has made tentative plans to begin 1983 production the first full week in December.

Ford plant back; car output tops 20,000 in Canada

The Canadian auto makers made a substantial recovery last week as operations resumed at Ford Motor's Oakville car facility following a one-week shutdown due to a parts shortage.

The car makers targeted 20,465 units last week, a 69.24 percent gain from the previous week's 12,092, and up 54.80 percent from 13,220 in the comparable 1981 week.

Truck production reached 8,296 units last week, up 3.18 percent from 8,040 the previous week, but the total was down 17.93 percent from last year's 10,108.

Downtime continued last week at American Motors' Brampton car facility due to tooling changes. The plant was preparing for assembly of the Spirit and SX-4 models to be added to the Concord sedans and wagons already produced there. Operations are slated to resume today (Sept. 27).

Ford's St. Thomas car point, idled Sept. 13, remained closed last week to cut high inventories. Ford's Oakville truck facility was down for the same reason.

International Harvester's assembly points were idle for the second week last week due to heavy inventories.

Year-to-date, the car manufacturers have assembled 654,454 units, up 6.96 percent from 611,869 finished in the comparable 1981 period.

Truck output so far this year reached 377,699 units, a slight decline from last year's 381,199.

U. S. CAR PRODUCTION

	Week Ended Sept. 25, 1982	Week Ended Sept. 26, 1981	Week Ended Sept. 18, 1982	Sept. to Date	Jan. 1 to Sept. 26, 1981	Jan. 1 to Sept. 25, 1982
AMERICAN MOTORS	4,500*	2,000*	3,000*	11,981*	97,572*	59,279*
AMC Total	1,500*	2,000*	1,500*	5,340*	97,572*	41,479
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Renault Total	3,000*	.....	1,500*	6,641*	.....	17,800*
Alliance	3,000*	.....	1,500*	6,641*	.....	17,800*
CHRYSLER CORP.	12,800	10,465	8,250	41,770	592,346	427,960
Plymouth Total	4,800	4,406	3,287	15,719	306,944	172,921
Horizon	2,200	.....	1,494	6,721	117,884	56,012
Reliant	2,500	4,406	1,697	8,508	179,473	116,201
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	100	.....	96	490	.....	708
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	3,200	1,519	1,289	8,864	24,428	85,755
LeBaron	1,700	1,519	779	5,045	19,566	78,865
Chrysler	.....	.....	.....	.....	4,862	.....
Chrysler E-Class	1,500	.....	510	3,819	.....	6,890
Dodge Total	4,800	4,540	3,674	17,187	260,974	169,284
Omni	2,060	.....	1,503	6,225	102,064	52,428
Aries	1,500	3,646	1,250	6,591	140,857	87,859
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	500	894	229	1,446	1,727	24,363
Dodge 600	800	.....	692	2,925	.....	4,634
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	15,516	33,008	17,402	61,454	1,048,109	805,693
Ford Division	9,149	23,161	10,913	38,729	716,107	507,724
Escort	.....	9,490	5,745	15,838	276,137	204,895
Fairmont	3,267	3,873	.....	5,902	147,375	91,696
Must./Must. II	3,480	4,665	3,673	11,929	124,459	97,738
LTD/Granada	2,402	4,068	1,495	4,691	74,410	78,742
Thunderbird	.....	1,016	.....	.....	52,607	29,326
Ford	.....	.....	.....	.....	40,886	.....
EXP	.....	49	.....	369	233	5,327
L-M Division	6,367	9,847	6,489	22,725	332,002	297,969
Mercury Total	4,301	8,202	4,400	15,673	287,833	228,056
Lynx	.....	3,283	1,761	4,417	95,168	64,514
Capri	1,047	756	836	3,346	41,787	27,237
Zephyr	589	767	.....	1,058	43,561	29,577
Marquis/Cougar	850	1,192	328	1,339	35,010	37,292
XR-7	.....	552	.....	.....	25,072	10,580
Mercury	1,815	1,626	1,475	5,353	47,067	57,494
LN7	.....	26	.....	160	168	1,362
Lincoln Total	2,066	1,645	2,089	7,052	44,169	69,913
Continental ('82)	413	822	418	1,410	2,328	14,509
Lincoln	1,079	457	1,086	3,587	20,496	32,112
Mark VI	574	366	585	2,055	21,345	23,292
GENERAL MOTORS	75,162	63,526	72,959	247,989	3,061,921	2,473,404
Buick Division	16,342	13,045	15,489	52,591	677,341	574,139
Skylark	4,215	1,870	4,209	14,321	211,053	112,641
Skyhawk J	1,560	.....	1,519	4,651	.....	52,888
Century	1,132	.....	402	2,098	86,881	91,477
Regal	4,040	5,510	4,058	13,763	200,795	155,752
Buick	3,880	4,106	3,896	13,157	126,975	132,679
Riviera	1,515	1,559	1,405	4,601	51,637	28,702
Cadillac Division	6,286	7,013	6,000	20,389	198,386	171,137
Cimarron	565	959	497	1,730	17,022	5,553
Seville	707	635	656	2,139	18,267	15,872
Eldorado	1,414	1,354	1,314	4,344	45,151	41,473
Cadillac	3,600	4,065	3,533	12,176	117,946	108,239
Chevrolet Division	23,701	21,649	23,111	78,886	1,133,522	798,265
Chevette	4,645	6,821	4,880	13,418	266,208	166,176
Cavalier	3,525	4,277	3,210	11,197	78,586	68,636
Celebrity	2,686	.....	2,533	8,574	.....	51,936
Camaro	3,492	.....	4,811	16,297	87,694	176,237
Citation	2,738	.....	1,411	7,605	255,934	132,690
Malibu	2,696	3,285	2,543	7,892	180,657	91,747
Monte Carlo	1,945	2,068	1,727	7,103	106,576	55,981
Chevrolet	1,375	4,756	1,389	4,749	134,900	33,571
Corvette	599	442	607	2,051	22,967	21,291
Oldsmobile Division	19,971	13,106	19,578	65,445	653,612	577,140
Omega	1,395	1,517	1,224	4,956	110,700	63,964
Firenza	610	.....	567	1,780	.....	35,940
Cutlass	5,820	4,875	5,736	18,739	302,981	150,241
Cutlass/Ciera	4,400	.....	4,415	15,013	.....	96,299
Oldsmobile	6,837	5,755	6,909	22,309	206,589	206,965
Toronado	909	959	727	2,648	33,342	23,731
Pontiac Division	8,862	8,713	8,781	30,678	399,060	352,723
Acadian†	305	12	305	678	16,188	9,031
2000	1,030	2,775	1,003	3,720	53,930	32,540
1000	650	2,575	694	1,849	66,862	29,162
Firebird	1,900	.....	3,615	10,553	43,468	104,773
Phoenix	335	.....	470	2,680	81,812	38,423
G. Prix/B'ville ('83)	2,989	3,351	1,552	6,661	84,709	108,565
A6000	1,653	.....	1,142	4,537	.....	30,229
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
VOLKSWAGEN	.....	3,610	.....	.....	125,833	60,121
CHECKER	.....	25*	.....	.....	1,569*	2,163
Total Cars, U. S.	107,978	112,634	101,611	363,194	4,927,350	3,828,620

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 25, 1982	Week Ended Sept. 26, 1981	Week Ended Sept. 18, 1982	Sept. to Date	Jan. 1 to Sept. 25, 1981	Jan. 1 to Sept. 25, 1982
CHEVROLET	15,362	6,006	13,732	48,567	357,476	511,528
DODGE	2,700	.....	2,082	8,743	68,974	97,094
FORD	8,646	16,445	17,994	44,371	482,476	529,425
GMC	3,645	1,533	4,517	12,990	126,998	180,479
INTERNATIONAL	.....	1,237	.....	1,540	55,503	34,790
VOLKSWAGEN	.....	622	.....	.....	31,718	8,103
JEEP	2,000*	2,000*	1,929*	7,015*	76,188*	64,910*
AM GENERAL	50*	50*	50*	180*	2,986*	1,780*
MISCELLANEOUS	1,000*	1,400*	1,000*	3,600*	50,120*	42,000*
Total Trucks, U. S.	33,403	29,293	41,304	127,006	1,252,469	1,470,109

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 25, 1982	Week Ended Sept. 26, 1981	Week Ended Sept. 18, 1982	Sept. to Date	Jan. 1 to Sept. 26, 1981	Jan. 1 to Sept. 25, 1982
CHRYSLER CORP.	2,543	2,132	2,321	8,110	62,706	77,051
FORD MOTOR	153	3,103	153	4,314	110,476	103,614
GENERAL MOTORS	5,600	4,610	5,266	17,908	199,347	188,868
INTERNATIONAL	.....	263	.....	368	8,670	8,166
Total Trucks, Canada	8,296	10,108	8,040	30,700	381,199	377,699
N. American Trucks	41,699	39,401	49,344	157,706	1,633,638	1,847,808

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Sept. 25, 1982	Week Ended Sept. 26, 1981	Week Ended Sept. 18, 1982	Sept. to Date	Jan. 1 to Sept. 26, 1981	Jan. 1 to Sept. 25, 1982
AMERICAN MOTORS	.....	723	.....	1,699	25,299	23,177
CHRYSLER CORP.	3,440	99	3,274	11,413	44,302	122,756
FORD MOTOR	8,244	1,753	234	20,541	164,990	229,154
GENERAL MOTORS	8,400	10,420	8,203	27,463	369,652	271,689
VOLVO	381	225	381	879	7,626	7,678
Total Cars, Canada	20,465	13,220	12,092	61,995	611,869	654,454
N. American Cars	128,443	125,854	113,703	425,189	5,539,219	4,483,074
N. American Trucks	41,699	39,401	49,344	157,706	1,633,638	1,847,808
North American Cars and Trucks	170,142	165,255	163,047	582,895	7,172,857	6,330,882

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1 10/7/82

Automotive News

October 4, 1982

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Dealers aren't dancing, but they see better days, survey finds

Gloom and doom begin to fade as '83s arrive

By Jim Plegue
Staff Writer

They aren't dancing in the streets just yet, but many U. S. auto dealers, who started selling their 1983 models late last month, say things are slowly improving.

An AUTOMOTIVE NEWS poll last week of General Motors, Ford Motor and AMC/Renault dealers in the U. S. found a slightly more upbeat attitude than in other recent surveys.

Cautious optimism seems to be replacing gloom-and-doom.

"I see a slow but positive upswing," said a large Chevrolet dealer in Michigan. "It's not going to go in leaps and bounds, but we definitely are seeing a more positive attitude in people."

Although still a problem, high interest rates and new-car prices are not scaring buyers as much as they have in the past, many dealers said. All dealers noted that they have normal or even below-normal stocks of leftover '82 models. None of them anticipated problems in getting rid of those cars.

For the most part, the '83 models that debuted last month were carryovers from '82.

Ford and Lincoln-Mercury dealers, in particular, complained about the lack of product. First "new" models for those divisions are the midsize LTD and Marquis, which bow next week. The lion's share of Ford's new products won't be on the market until spring.

AMC/Renault dealers, on the other hand, were happy as clams, jubilant over the fast start of the new Alliance. That model, the first joint project of AMC and Renault and built by AMC in Kenosha, debuted Sept. 22.

"The Alliance is doing very well," said Tom Daniels, new-car sales manager for Holiday AMC/Renault/Jeep, Fort Worth. "We've had more traffic than we ever thought we would have."

As of last week, Holiday had sold 22 Alliance models, 10 of those before the car even debuted. Combined AMC/Renault sales at Holiday were up 55 percent in September. All of that increase was a result of Alliance.

Rick Wasemiller, general manager of Grosse Pointe AMC/Jeep/Renault in suburban Detroit, said "Our salesmen are amazed. They haven't seen traffic like this in a long time. And the nice thing is that the traffic isn't being induced by factory incentives.

"The Alliance has increased our traffic for the month (September) by 40 percent," he said. "It's generated traffic and when you generate traffic, everything sells."

Wasemiller said his Jeep bus-

Continued on Page 62, Col. 1

Volvo's latest

Swedish innovation

A marked wedge shape, lots of glass and integrated fog lights make the Volvo 760-GLE a different kind of Volvo. But, the distinctive Volvo look is apparent and the characteristic diagonal marking is there. The 760 bows in the U. S. next month as a four-door sedan with either a V-6 gasoline engine or in-line six-cylinder turbocharged diesel. Price tag: Around $20,000. Story, other pictures are on Page 39.

Congress timetable clouds House local-content vote

By Helen Kahn
and Jake Kelderman
Washington Bureau Staff

WASHINGTON.—Whether the UAW's "Made in America" bill will achieve quick passage by the House or be trampled in Congress' rush toward adjournment was not clear at press-time.

In fact, the outlook will be cloudy until the very last minute, for time may evaporate long before the UAW and more than 225 House sponsors give up.

If it gets pushed aside by lawmakers rushing out to seek votes in this election year, the House will certainly take up the auto domestic-content bill during the lame-duck session.

Then, the bill's chances appear less good than if it could have been used on the campaign trail as a "jobs" bill, especially in those states where auto unemployment is high.

Outlook for anything except money bills is always less sanguine in a post-election session and attendance is much more iffy by the losers.

• Senate outlook this year was never good, partly because of the traditional sensitivity of senators to relations with foreign countries and because of the adamant opposition from Majority Leader Howard Baker, of Tennessee—the state that bid high for the Nissan light truck plant and wants to keep it there.

What slowed down the push toward House passage was the lengthy hearings set by Rep. Sam Gibbons, Florida Democrat and chairman of the House Trade subcommittee, who claimed jurisdiction 10 precious days after the House Commerce Committee, chaired by Michigan Democrat John Dingell, pushed the bill a step closer toward passage.

The Trade subcommittee cannot kill the bill, but it can talk while time runs out.

And it has compiled a fascinating record as witness after witness clashed over the problems of the U. S. auto industry in its competition with the Japanese.

• Retiring UAW President Douglas Fraser, defending the domestic-content bill because international trade "bears no resemblance to the textbook world of 'free trade,'" said the revised bill would create or save more than 700,000 jobs in auto or related industries.

Fraser — respected even by Gibbons who described the bill as the "worst piece of economic legislation in 50 years" — predicted only a limited effect, if any, on competition and consumer choice.

He also downplayed fear of price hikes or retaliation. Except for the Japanese, who would be forced to make cars where they sell them, Fraser said, company operations would be undisturbed.

The revised bill would require 90 percent American content for General Motors and Ford Motor Co., but would scale down to 10 percent at sales of 100,000 a year.

The bill was rewritten to keep the big U. S. firms from sourcing more parts abroad while permitting Volkswagen of America's current content, making American Honda reach somewhat, hauling Toyota into the country and making Nissan (which is training its Tennessee workers in Japan and is resist-

Continued on Page 60, Col. 1

Chrysler restructures its marketing force

By Joseph Bohn
Marketing Editor

Chrysler Corp.'s decision to go with a separate ad agency for Dodge car and truck is part of a larger re-grouping of its marketing staffs which will see greater competition between Chrysler-Plymouth and Dodge.

Joseph A. Campana, director of Truck Operations, is Chrysler's new vice president of marketing. He replaces John K. Givens, who resigned. Givens was still under contract at press-time and seeking a position elsewhere.

Reportedly, Campana will have two marketing heads reporting to him — one for C-P and one for Dodge. There may also be a third corporate marketing person to report to him.

Dodge and Chrysler-Plymouth reportedly will also have separate ad managers and merchandising managers.

On the sales side, there would be separate heads — one for C-P and one for Dodge — reporting to Thomas Pappert, vice president of sales.

Asked about the reported restructuring, Chrysler Chairman Lee A. Iacocca, without confirming specifics, told AUTOMOTIVE NEWS, "Yes, we're going to do it eventually.

"We're starting it now by hav-

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breaking news

DeLorean project gets a reprieve

BELFAST.—The DeLorean sports car enterprise got a reprieve last week when Northern Ireland's High Court delayed until Oct. 28 an order which would have forced the UK unit into liquidation to pay off $41 million in debt to unsecured creditors. DeLorean Motor Cars, Ltd., has been in receivership since February. Paul Shewell, one of the receivers, told AUTOMOTIVE NEWS "there is a reasonable chance" a group of U. S. investors, which includes John DeLorean, will be able to reacquire the plant, but that the $41 million in debt to creditors is a separate matter. The deal will require ministerial approval from the British government. Cofas, French export insurance company which insured the $17.5 million owed Renault for drivetrains, has joined the suit seeking liquidation.

GM predicts rise in European market

PARIS.—General Motors economists believe the European new-car market will reach 13 million units annually by the end of this decade. Ferdinand Beickler, Opel managing director, said that sales will climb from the current 10 million to 11.5 million by 1985 and 13 million by 1990.

McLouth Steel acquisition deal heats up

DETROIT.—McLouth Steel Corp. here and Tang Industries, Inc., Chicago, have signed a definitive agreement calling for sale of McLouth to Tang. The deal is subject to approval by Bankruptcy Court and McLouth lenders.

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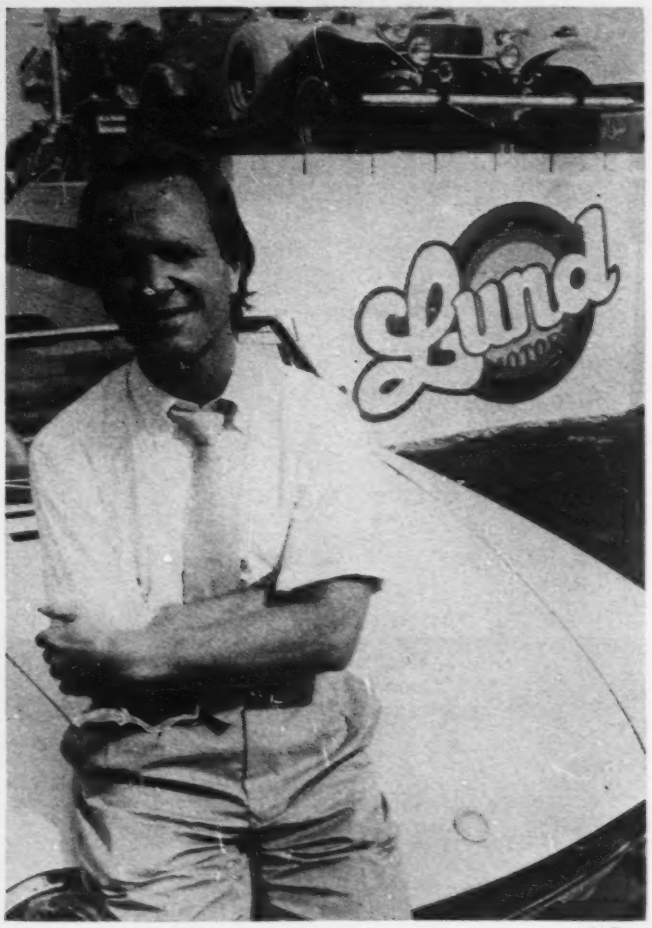

Jim Plegue

A passion for used cars

Buying and selling used cars is a profession and a passion for John Lund, who expects to move 2,200 vehicles this year through his Lund Motors in Royal Oak, Mich. He'll buy any clean car but prefers unique vehicles, like the Excalibur in the background.

Used-car wholesaler John Lund is a chip off the old dynamo

By Jim Plegue
Staff Writer

He is sprawled out—not really sitting—in a reclining office chair, his foot tapping away at the floor, the pencil in his hand slapping randomly on the arm of the chair. In the background, the stereo plays a popular rock tune, but the tapping foot and slapping pencil are totally out of sync with one another and moving at twice the beat of the music.

John Lund does not like to sit still.

He'd rather be on the phone selling cars to one of several hundred buyers, out on his lot inspecting today's purchase of 14 cars, or out on the road driving cars. Anything but sitting still.

"I get off on this," he says. "I have trouble on the weekends because it's so boring. You know, I just can't wait to come back in here on Monday. I come in and say, 'okay, LET'S GO!' "

When he speaks, the words at first come out slowly and carefully. But if he gets excited, sentences quickly become staccato bursts, delivered by an animated voice, punctuated by flailing arms.

He is a human dynamo, a 30-year-old hyperactive stringbean of a salesman. And he loves cars. It's a trait he shares with his father, Robert D. Lund, vice president of sales and marketing for General Motors and former longtime general manager of Chevrolet.

But unlike his father, John Lund's passion is used cars. He buys strictly from the public and sells only to wholesale buyers through his three-year-old company, Lund Motors, of Royal Oak, Mich. Lund moved 2,000 cars last year and expects 2,200 this year. (He handled well over 1,600 vehicles in the first seven months.)

• Lund's lot is the former used-car yard for a nearby Cadillac dealership. His office is on one side of a mobile home, a small cubicle with papers strewn about and a wall that's covered with hundreds of business cards. Above the cards are four clocks, one for each time zone of the U. S.

It looks like the ticket office for a one-man charter flight service.

Things move fast here. Today, he and his buyers (he has seven) have purchased 14 vehicles (the alltime high is 18 in one day). At day's end, Lund has already resold nine of those plus eight from the previous day's buying flurry.

Lund does all the selling. His record is 37 sold in one day.

One of Lund's buyers enters the room to debate the price on a Chevy Blazer. He thinks the owner wants too much for it. Lund makes a phone call, then hangs up and announces he has a buyer for the truck in another state. He has resold it before even owning it. Not only that but he has fetched a price that covers the owner's asking price as well as a profit for his business.

That is the secret to Lund's success. He buys primarily from the Detroit metropolitan area but re-sells products to all corners of the U. S. He matches the vehicle to the marketplace, thereby finding the highest dollar. Consequently, he can offer a

Continued on Page 57, Col. 3

Expressive

"A used-car dealer's personality is on his lot," says John Lund, Lund Motors, Inc., Royal Oak, Mich. "It's a form of expression."

TOP CARS

U. S. registrations for the first seven months of 1982. Registrations not available for Oklahoma.

1982 Position		Make	1981 Position	
1—	707,150	Chevrolet	866,686—	1
2—	520,441	Ford	507,492—	2
3—	437,914	Oldsmobile	493,917—	3
4—	395,178	Buick	419,805—	4
5—	305,201	Toyota	359,582—	5
6—	265,541	Pontiac	318,721—	6
7—	257,314	Nissan	269,392—	7
8—	212,654	Honda	226,062—	8
9—	184,599	Mercury	207,655—	9
10—	146,993	Plymouth	204,095—10	
11—	143,201	Dodge	184,783—11	
12—	130,136	Cadillac	119,975—13	
13—	91,681	Chrysler	58,188—17	
14—	86,824	Mazda	107,961—14	
15—	85,181	Volkswagen	137,316—12	
16—	77,770	Subaru	81,205—15	
17—	51,774	AMC	81,127—16	
18—	45,183	Lincoln	35,817—19	
19—	44,704	Volvo	38,113—18	
20—	37,089	Mercedes	35,117—20	
21—	27,572	BMW	.....	...
22—	25,470	Audi	27,043—22	
	.....	Fiesta	30,047—21	
	123,253	Other Imports	168,986	
	1,607	Misc. Domestic	1,648	
	4,404,430	Total	5,080,733	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Copyright, 1982, Automotive News

AMC boosts '83 intros with incentive program

By Joseph Bohn
Marketing Editor

American Motors, having some difficulty generating wholesale orders on certain '83 vehicle lines, has launched a new fall wholesale/retail program.

Dealers are paid on retail deliveries of '82 and '83 domestic cars and Jeeps in the form of credit certificates.

The credit certificates earn them discounts when ordering October / November / December wholesale units from the factory.

The new program, called "Fall Sales Festival," is running in tandem with a trip contest for dealers and sales managers.

The retail portion of AMC's contest runs from Sept. 23 to Dec. 22. Dealers get the following credit certificates for units retailed and delivered during the time frame:

'82/'83 Spirit — $100; '82 Concord — $400; '83 Concord — $200; '82/'83 Eagle 30 — $300, and '82/'83 SX 4 — $200.

For Jeep, the figures are: '82 CJ models — $600; '83 CJ models — $300; '82/'83 Scrambler — $300; '82/'83 pickup truck—$200, and '82/'83 Cherokee — $300.

The credit certificates can be applied to new factory wholesale orders during October/November/December in the following amounts: $300 off on Eagle 30; $200 off on SX 4; $300 off on Cherokee; $400 off on Wagoneer, and $200 off on pickup trucks.

• There is a one-unit qualifier in each of those lines which dealers must purchase before they can begin applying the credit/discount certificates.

Interestingly, although they earn credits for selling Spirit, Concord, CJ and Scrambler — dealers cannot apply credit units on those lines but only to lines listed above.

AMC's trip contest for dealers and sales managers runs from Oct. 1 to Dec. 31. It is called "Passport to Excellence."

Dealers are divided into either an open competition, where they simply hit the objective and win, or one of three grouped competitions, in Groups I, II or III. Grouped competitors must hit high-over-objective to win.

There are 100 dealers in open

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58th year — No. 4935

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July total trails June and year-ago

Registrations end string of '82 gains

By Jenny L. King
Staff Writer

New-car registrations in July broke the string of month-to-month gains begun in January, dropping 12.69 percent from the June total and falling 9.23 percent from July, 1981, according to figures compiled by R. L. Polk & Co.

Imports captured 32.41 percent of the total, an any-month penetration record.

July registrations totaled 626,321, down from 717,358 the preceding month and down from 690,025 a year earlier.

Domestic new-car registrations numbered 423,319 during the seventh month, down 17.16 percent from 510,985 in June, and down 12.42 percent from 483,372 recorded in July of 1981.

Imported cars accounted for 32.41 percent of the July total, with 203,002 registrations reported. A year earlier, 206,653 new imports took 29.59 percent of the month's registrations.

Year-to-date registrations totaled 4,404,430, down 13.31 percent from 5,080,733 in 1981. Domestic new-car registrations of 3,121,398 were down 13.29 percent from 3,599,909, while im-

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NEW-CAR MARKET SHARES IN U. S.

	JULY					SEVEN MONTHS				
	Regis., July, 1982	Percent Share of Market	Regis., July, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 7 mos., 1982	Percent Share of Market	Regis., 7 mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Chevrolet	89,118	14.23	117,148	16.98	— 2.75	707,150	16.06	866,686	17.06	— 1.00
Ford	77,355	12.35	76,761	11.12	+ 1.23	520,441	11.82	607,492	11.96	— 0.14
Oldsmobile	59,646	9.52	68,498	9.93	— 0.41	437,914	9.94	493,917	9.72	+ 0.22
Buick	53,966	8.62	55,788	8.09	+ 0.53	395,178	8.97	419,805	8.26	+ 0.71
Pontiac	33,448	5.34	49,777	7.21	— 1.87	265,541	6.03	318,721	6.27	— 0.24
Mercury	26,426	4.22	29,173	4.23	— 0.01	184,599	4.19	207,655	4.09	+ 0.10
Plymouth	20,730	3.31	26,640	3.86	— 0.55	146,993	3.34	204,095	4.02	— 0.68
Dodge	19,633	3.14	23,795	3.45	— 0.31	143,201	3.25	184,783	3.64	— 0.39
Cadillac	16,921	2.70	16,790	2.43	+ 0.27	130,136	2.95	119,975	2.36	+ 0.59
Chrysler	14,542	2.32	6,162	0.89	+ 1.43	91,681	2.08	58,188	1.14	+ 0.94
AMC	5,698	0.91	8,664	1.26	— 0.35	51,774	1.18	81,127	1.60	— 0.42
Lincoln	5,634	0.90	3,866	0.56	+ 0.34	45,183	1.02	35,817	0.70	+ 0.32
GENERAL MOTORS	253,099	40.41	308,001	44.64	— 4.23	1,935,919	43.95	2,219,104	43.67	+ 0.28
FORD MOTOR CO.	109,415	17.47	109,800	15.91	+ 1.56	750,223	17.03	850,964	16.75	+ 0.28
CHRYSLER CORP.	54,905	8.77	56,597	8.20	+ 0.57	381,875	8.67	447,066	8.80	— 0.13
AMERICAN MOTORS	5,698	0.91	8,664	1.26	— 0.35	51,774	1.18	81,127	1.60	— 0.42
IMPORTS	203,002	32.41	206,653	29.95	+ 3.12	1,283,032	29.13	1,480,824	29.15	— 0.02
MISCELLANEOUS	202	0.03	310	0.04	— 0.01	1,607	0.04	1,648	0.03	+ 0.01
TOTAL	626,321	.....	690,025	.....	.....	4,404,430	.....	5,080,733	.....	.....

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

July total trails June and year-ago

Registrations end string of '82 gains

Continued from Page 3

port registrations for the seven months were off 13.36 percent, to 1,283,032 from 1,480,824.

• Ford Motor Co., Chrysler Corp. and the combined imports made gains in their shares of the month's total, as American Motors, General Motors and the miscellaneous domestics gave ground.

Imports were up 3.12 percentage points, to 32.41 percent from 29.95 percent of the market last year. Chrysler was up 0.57 percentage points, to 8.77 percent from 8.20 percent, and Ford gained 1.56 percentage points, going to 17.47 percent from 15.91 percent.

GM plunged 4.23 percentage points, to 40.41 percent from 44.64 percent in 1981. AMC was down to 0.91 percent from 1.26 percent and miscellaneous domestics dipped to 0.03 percent from 0.04 percent.

GM-built new cars accounted for 59.78 percent of July domestic registrations, down from 63.72 percent in 1981. Ford cornered 25.85 percent, up from 22.72 percent. Chrysler was up to 12.97 percent from 11.71 percent. AMC slipped to 1.35 percent from 1.79 percent, and miscellaneous domestics had 0.05 percent this year compared with 0.06 percent in 1981.

In July, shifts in market class went from U. S. subcompacts and compacts toward the remaining categories of larger cars plus the imports. Subcompacts dropped to 14.26 percent from 15.72 percent and compacts were down to 16.13 percent from 19.54 percent.

Intermediates climbed to 21.40 percent from 19.64 percent, standards were up to 11.02 percent from 10.76 percent, luxury models were up to 4.78 percent from 4.39 percent and imports went to 32.41 percent from 29.95 percent.

Of the domestics-only market in July, subcompacts accounted for 21.10 percent, compacts had 23.87 percent, intermediates had 31.67 percent, standards had 16.30 percent and luxury models had 7.06 percent.

July registrations included 89,306 new subcompacts, 101,028 compacts, 134,057 intermediates, 69,020 standards, 29,908 luxury cars and 203,002 imported models. A year earlier the breakdown was as follows: 108,481 subcompacts, 134,828 compacts, 135,551 intermediates, 74,249 standards, 30,263 luxury models and 206,653 intermediates.

Over the seven-month period, GM, Ford and miscellaneous domestics increased their holdings in new-car registration shares. GM was up 0.28 percentage points, to 43.95 percent from 43.67 percent. Ford also was up 0.28 percentage points, to 17.03 percent from 16.75 percent. The miscellaneous domestics gained 0.01 percentage points, going to 0.04 percent from 0.03 percent of the total.

Chrysler was down to 8.67 percent from 8.80 percent, AMC finished the seven months at 1.18 percent compared with 1.60 percent in 1981 and imports were off slightly, to 29.13 percent from 29.15 percent.

International to close its Indiana plant

Continued from Page 18

president, said the decision to shut down the Fort Wayne plant was reached with "deep regret."

"But it was a necessary decision to protect the future of the company and the overwhelming majority of International Harvester employes," he said.

In the statement announcing the decision, the company noted that the "offers of economic assistance in behalf of both communities were so nearly equal that this did not provide an edge to either plant location."

A package of incentives worth about $30 million was presented to Harvester by Springfield and the State of Ohio. It included a commitment to buy the firm's plant and lease it back, a cash infusion, $20 million in private loans and a $10 million direct loan.

Fort Wayne officials said its incentive package had a value of about $50 million, including $10 million in deferred payments promised by hundreds of workers in defiance of a UAW rejection of the concessions.

Closing of the Fort Wayne plant will cost about 2,200 jobs, most of them filled by blue-collar workers. Harvester, the city's largest employer, had 10,500 employes at its peak in 1979. There now are about 4,000 on the payroll.

The company also is Springfield's biggest employer with about 3,200 "active" employes, down from a peak of 7,470 in 1973.

Harvester said the shift of Fort Wayne operations to Springfield could produce about 1,500 new job there, with most of them going to workers now on indefinite layoff.

2 Canadian universities receive $25,000 from GM

DETROIT. — General Motors has awarded grants of $25,000 to McGill University, Montreal, and to the University of Toronto Institute for Aerospace Studies.

McGill is conducting experimental and theoretical studies of fiber-filled polymer melt systems, and Toronto is continuing its research on how drivers react in highway accident situations.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

JULY '82 VS. JULY '81

	1982 June	1982 Year	1981 June	1981 Year
AMC Spirit	1,222	12,049	2,167	22,530
Concord	1,482	13,058	3,064	24,739
Concord SW	579	5,342	926	8,912
Eagle 4WD	436	3,706	364	4,162
Eagle 4WD SW	1,331	10,506	1,037	9,507
Eagle SX4 4WD	648	7,113	1,106	11,277
TOTAL AMC	5,698	51,774	8,664	81,127
Chrysler LeBaron '81			3,043	24,461
LeBaron '81 SW			336	4,483
LeBaron FWD	6,716	46,300		
LeBaron SW FWD	1,001	3,765		
Cordoba	1,170	8,472	1,901	17,146
Newport			208	3,737
New Yorker '81			335	5,008
New Yorker	5,510	31,400		
Imperial	145	1,744	339	3,353
Total	14,542	91,681	6,162	58,188
Plymouth Horizon FWD	6,532	49,272	9,988	84,956
Reliant FWD	9,100	62,067	11,613	81,638
Reliant SW FWD	3,290	24,897	4,626	31,454
Gran Fury '81			413	6,047
Gran Fury	1,808	10,737		
Total	20,730	146,993	26,640	204,095
Dodge Omni FWD	5,781	45,415	8,776	66,086
Aries FWD	5,730	44,326	8,005	62,329
Aries SW FWD	2,718	20,046	3,302	24,073
Dodge 400 FWD	2,407	14,488		
Diplomat	2,419	14,618	2,152	15,891
Diplomat SW	4	62	142	2,274
Mirada	574	4,246	1,133	9,867
St. Regis			285	4,263
Total	19,633	143,201	23,795	184,783
Total Chrysler Corp.	54,905	381,875	56,597	447,066
Ford Escort FWD	24,896	150,455	14,052	108,228
Escort SW FWD	7,350	47,905	10,078	75,239
EXP FWD	2,873	24,427	7,372	23,905
Pinto			218	8,736
Pinto SW			53	2,616
Fairmont	9,124	72,469	9,011	86,774
Fairmont SW	39	1,965	4,221	32,514
Granada	5,766	43,416	6,764	59,950
Granada SW	3,956	23,125		
LTD	4,194	28,213	4,398	32,078
LTD Crn. Victoria	4,100	24,745	3,530	22,325
Ford SW	2,084	12,253	1,664	12,210
Mustang	9,415	66,656	10,607	99,619
Thunderbird	3,558	24,812	4,793	43,298
Total	77,355	520,441	76,761	607,492
Lincoln Town Car	2,656	18,657	1,905	17,204
Mark VI	1,891	13,957	1,961	18,613
Continental	1,087	12,569		
Total	5,634	45,183	3,866	35,817
Mercury Lynx FWD	6,809	44,340	4,992	37,843
Lynx SW FWD	1,689	12,034	2,931	22,110
LN7 FWD	842	8,642	2,863	7,714
Bobcat			38	2,007
Bobcat SW			11	463
Zephyr	3,314	23,638	3,137	28,428
Zephyr SW	12	774	939	8,207
Cougar	2,861	19,823	3,684	25,483
Cougar SW	1,503	9,759		
Marquis	782	5,061	758	4,410
Marquis Brougham	1,519	10,236	1,057	6,748
Grand Marquis	2,879	18,960	2,025	12,686
Marquis SW	856	5,540	591	4,170
XR7	1,180	8,971	2,063	16,818
Capri	2,200	16,821	4,084	30,568
Total	26,426	184,599	29,173	207,655
Linc. Merc. Div. Total	32,060	229,782	33,039	243,472
TOTAL FORD MOTOR CO.	109,415	750,223	109,800	850,964

	1982 June	1982 Year	1981 June	1981 Year
Buick Skylark FWD	9,183	87,603	14,671	118,327
Skyhawk FWD	3,550	19,309		
Century '82 FWD	6,811	46,201		
Regal/Century	16,476	119,940	24,764	191,481
Regal/Century SW	1,350	8,526	1,503	10,095
Le Sabre	2,581	16,461	1,857	12,364
Le Sabre Limited	5,166	33,060	3,845	25,201
Electra	4,359	31,198	4,277	30,069
Buick SW	1,344	8,510	876	6,326
Riviera FWD	3,146	24,370	3,995	25,942
Total	53,966	395,178	55,788	419,805
Cadillac de Ville	8,936	58,727	7,627	54,836
Cimarron FWD	603	7,247	1,523	1,924
Fleetwood & Chas.	2,332	21,198	2,313	20,398
Eldorado FWD	3,967	30,797	3,830	28,930
Seville FWD	1,083	12,167	1,497	13,887
Total	16,921	130,136	16,790	119,975
Chevrolet Chevette	13,919	131,520	24,626	226,699
Camaro	15,995	99,710	9,187	63,975
Monza			176	15,398
Cavalier FWD	4,618	51,024	4,690	7,437
Cavalier SW FWD	1,549	14,777	1,864	2,965
Citation FWD	10,825	114,777	25,553	186,818
Malibu	5,205	42,180	13,071	99,266
Malibu SW	3,911	23,960	5,258	35,377
Celebrity FWD	6,571	45,393		
Monte Carlo	7,408	57,799	12,059	94,694
Impala	5,388	32,168	5,907	35,916
Caprice	7,836	55,494	8,168	53,213
Chevrolet SW	4,125	25,271	4,325	26,338
Corvette	1,768	13,077	2,264	18,590
Total	89,118	707,150	117,148	866,686
Oldsmobile Omega FWD	4,361	43,421	8,523	63,892
Firenza FWD	1,826	11,893		
Cutlass Ciera FWD	7,074	54,332		
Cutlass Salon '81			12,332	100,228
Cutlass Sup/Calais '81			21,350	155,985
Cutlass Sup/Calais	20,818	152,209		
Cutlass SW	1,760	12,475	2,912	19,849
Delta 88	700	5,508	985	7,002
Delta Royale	13,381	81,966	12,025	72,047
98	5,716	46,173	5,760	43,734
Oldsmobile SW	1,716	11,530	1,602	10,504
Toronado FWD	2,294	18,402	3,009	20,676
Total	59,646	437,914	68,498	493,917
Pontiac T1000	2,515	29,224	6,956	21,662
Firebird	8,586	55,486	4,845	35,448
Sunbird			313	27,487
J2000 FWD	2,851	25,816	5,388	8,235
J2000 SW FWD	504	4,334	929	1,481
Phoenix FWD	2,660	30,219	6,007	52,774
LeMans/Bonn.	4,993	34,695	3,731	30,324
LeMans/Bonn. SW	1,289	8,584	2,222	13,904
6000 FWD	3,427	23,391		
Grand Prix	6,531	49,940	10,338	74,859
Catalina	9	427	526	4,217
Bonneville '81	33	1,606	4,404	24,343
Bonn. '81 Brougham	43	1,372	3,244	18,717
Pontiac SW	7	447	874	5,270
Total	33,448	265,541	49,777	318,721
TOTAL GM CORP.	253,099	1,935,919	308,001	2,219,104
(Checker)	158	1,410	248	1,297
Misc. Domestic	202	1,607	310	1,648
Domestic Station Wagon Total	43,947	296,387	53,222	370,341
Domestic Grand Total	423,319	3,121,398	483,372	3,599,909
Import Total	203,002	1,283,032	206,653	1,480,824
Grand Total All Registrations	626,321	4,404,430	690,025	5,080,733

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

Satellite feed used to launch '83 models

Chrysler's high-tech dealer show

DETROIT. — Chrysler Corp. unveiled its 1983 models for its dealers and their salesmen through simultaneous satellite-fed shows in 21 cities on successive days.

The programs reached 13,000 dealer sales personnel and their spouses, as well as the company's own field sales force.

The 2½-hour show mixed live film and slide presentations with satellite feeds of talks by Chrysler Corp. Chairman Lee Iacocca; John Naughton, executive vice president, sales and marketing, and E. Tom Pappert, vice president, sales.

It was the first time Chrysler —and is believed to be the first time any car maker—has used a satellite link to reveal a new model year's lineup to its dealers and their salesmen.

"The satellite was the quickest way to get their very key executives before so many people at one time and also, particularly in the case of Mr. Iacocca, keep them available for other high priority matters," said John Givens, vice president, marketing.

It also was a monumental logistics problem as well as an artistic challenge to make the program a smoothly synchronized and enthusiasm-building launch for the new models, according to Clark Reid, Ross Roy ad agency vice president and executive producer of the show.

He said the basic challenge of this type of show is to provide some of the pace and excitement that is possible when dealers come to one location such as Las Vegas, to preview the new models.

• Mixing film, satellite and live presentations and integrating slides with each was the way chosen to do this. Accomplishing it was another matter.

Reid worked fulltime on it since spring. He employed eight film crews, one video crew, three still camera crews, a production house, a satellite transmission company, 22 on-site production crews and a company to computer-program the slide portion of the presentation at each site.

With 724 trays of slides averaging 50 slides a tray, Reid estimated they provided "35,000 chances to make a mistake." Splicing in 25 advertised film clips at each location provided "another 500 chances." None were reported.

Following the show in each city, the audience adjourned to an adjoining ballroom where the new models were on display and hors d'oeuvres were served except in the case of the West Coast meetings, which were preceeded by a light lunch instead.

High-tech sound system

This is the electronically tuned receiver component of the $895 Delco-GM/Bose Music System available on the '83 Cadillac Eldorado and Seville, Buick Riviera and Oldsmobile Toronado. There are four speakers, each with an amplifier, a highly unusual feature. The system is designed specifically for those cars, varies from nameplate to nameplate and cost GM and Bose Corp. $12 million to develop. The two are in what John C. Crawford, Delco Electronics general sales manager, calls a handshake partnership.

N. American car-truck sales continue plunge in Canada

By Jenny L. King
Staff Writer

Sales in Canada of North American-built cars dropped 15.07 percent in August compared with the year-ago total, while truck sales plunged 27.76 percent. Sales for both types of vehicles have been down every month this year.

The five major auto makers retailed 38,496 new cars in August, down 15.07 percent from 45,329 in 1981. Year-to-date car sales trailed 1981 by 25.83 percent: 342,238 compared with 461,409.

General Motors reported a 23.97-percent plunge in August, to 21,280 from 27,989. Ford Motor Co. sales of 7,545 were down 10.69 percent from 8,448. Chrysler bucked the trend with a 6.45-percent upturn in sales, going to 7,059 from 6,631.

American Motors sales, including Renault passenger cars, totaled 1,957, up 30.55 percent from 1,449, and Volvo dropped 14.04 percent, to 655 from 762.

In shares of the market, GM slipped to 55.28 percent from 61.75 percent last year. Ford was up to 19.60 percent from 18.64 percent. Chrysler advanced to 18.34 percent from 14.63 percent; AMC was up to 5.08 percent from 3.30 percent, and Volvo edged to 1.70 percent from 1.68 percent.

Truck sales in August tumbled 27.76 percent, to 10,964 from 15,426 last year. Year-to-date truck sales were off even more, down 34.53 percent, to 115,563 from 176,526.

GM truck sales plunged 35.68 percent, to 5,188 from 8,066. Ford sales, including captive imports, totaled 3,814, down 25.83 percent from 5,142. Chrysler truck sales, also including imports, were down 12.34 percent, to 1,670 from 1,916, and AMC Jeep sales of 292 were down 3.31 percent from 302 a year earlier.

GM earned 47.32 percent of the truck market in August, down from 52.29 percent. Ford increased its share to 34.79 percent from 33.33 percent. Chrysler was up to 15.23 percent from 12.42 percent, and AMC earned 2.66 percent compared with 1.96 percent for the month in 1981.

Model breakdown
Auction Averages

	SEPTEMBER	AUGUST	JULY
1982	$5,253	$8,749	$9,371
1981	6,564	6,591	6,824
1980	5,204	5,348	5,377
1979	4,907	4,830	4,823
1978	3,822	3,867	3,872
1977	3,010	3,038	2,935
1976	1,976	2,046	2,103
1975	1,271	1,357	1,686
Overall Average	$4,807	$4,910	$4,885

Used car sales
Auction Averages

September	$4,807
Month ago	$4,812
Year ago	$4,618

AMC launches wholesale, retail incentive plan

Continued from Page 3

competition, with awards of eight-day/seven-night trips for two to Hong Kong and Peking.

In Group I, some 200 dealers are competing for 50 similar trips to Hong Kong and Peking.

In Group II, 500 dealers are competing for 75 trip awards for five days/four nights to Puerto Vallarta, Mexico.

Finally, in group III, there are 1,100 dealers competing for 110 awards, with a choice of 100 weekend holiday destinations.

Sales managers can win three-day/two-night trips to Las Vegas, and salespeople are eligible to win merchandise.

AMC's contest is based on selling Renault, domestic cars and Jeeps, with some models getting bonus points as special-emphasis vehicles.

St. Louis-area dealer is tops for Ford in July

ST. LOUIS. — Dave Sinclair Ford, South St. Louis County, was Ford Motor Co.'s top sales leader in the nation for July, outselling the runner-up a Washington, D. C. point, by more than 25 percent.

"I'm wholesaling to the public," Sinclair told the AUTOMOTIVE NEWS. "I have very little fleet business but I spent a bundle on promotion, including TV, radio and neighborhood papers."

Sinclair appears on TV, and he does his own commercials, signing off by saying: "I'm Dave Sinclair and here is my address." Apparently, many customers paid him a visit.

Used-car wholesaler John Lund is a chip off the old dynamo

Continued from Page 3

higher price for the used cars he buys.

"Four-wheel-drives in downtown Detroit aren't worth spit," he says. "But you take a four-wheel-drive and plant that little sucker right in the middle of Cedar Falls, Iowa . . . all of a sudden all the boys want that one.

"Nobody knows what a used car is worth. Remember that. If I pay you $200 more than any dealer in this town will offer, did you just get a good deal? Now, if I supply a guy with a car that he can make $1,500 on in 30 days, did I just give him a good deal?

"So, you have two good deals on either end of it. If I cut myself in for a profit in the middle, I'm entitled to it."

• He says he's "moving commodities." But cars and trucks are more than mere commodities to Lund. He describes each as if it were a personal purchase, a valuable heirloom for his collection. He fancies himself an artist. The parking lot is his canvas, each car is a brushstroke.

"A used-car dealer's personality is on his lot," Lund says. "It's a form of expression. See the cars on my lot? To a degree, they're an expression of me."

Lund's "expressions" include two Corvettes, some four-wheel-drive trucks ("Trucks are dynamite right now."), a Porsche 911, a '79 LTD sedan with about 8,000 miles, a 1967 Maserati Quattroporte and two spotless silver Mercedes-Benz 230 SLs that were picked up in Germany.

On Lund's desk are three Panasonic auto dialers which enable him to contact any one of 120 wholesale buyers at the push of a button. Lund met many of his buyers by selling cars at auctions.

"A certain guy would buy a certain kind of car, he explains. "One guy, all he wants is these real creampuffs, doesn't care what he pays. Then you get another guy who just wants to buy average cars and he's price-conscious. Then you get a guy who comes from a real ritzy neighborhood and all he wants are high-end luxury cars with low miles.

"Every lot has its own character. Every dealership has its own neighborhood and its own types of buyers to satisfy."

Lund has built a solid reputation, both as a buyer and a seller of cars.

"We're not going to try to do more cars," he says. "You can't control the quality when you get the quantity up too high. My reputation is at stake constantly. I'm selling all these cars sight-unseen on the telephone. That's like accepting a blind date.

"If a man buys a car from me and let's say something's broken. I just say, 'Send me a bill.' In my business I can never have an unhappy customer."

• In addition to his fulltime staff of buyers, Lund also has about 100 "bird dogs," scouts who earn $50 commission for each good used vehicle they track down. He spends an average of $7,500 to $8,000 per month on radio and newspaper advertisements.

"Sometimes we go in streaks," he says. "Sometimes we'll head more toward imports and sporty stuff. Then the market will start to contract, and it will get more logical. When that happens, you get into family cars; four-door sedans are very hot right now.

"And when the market gets really loose and money's flying around, you start dealing the really wild stuff."

Lund graduated from Georgetown University with a management degree, then left to sell Cadillacs in Los Angeles in 1974 ("That was my grad school," he says.) He returned to the Detroit area to work at Audette Cadillac, West Bloomfield, Mich. He then moved on to become used-car manager for a Cadillac dealer in Indianapolis.

He came back to Detroit in 1979 as new-car manager for Merollis Chevrolet but, by this time, he realized his forte was used cars. He had also grown tired of selling to the public. He quit Merollis and started selling used cars out of his Birmingham (Mich.) duplex.

That decision did not sit well with his father.

"He was furious when I quit Merollis," recalls Lund. "We didn't speak for three months. Then I told him I was starting this. And all I had was a couple thousand dollars and I bought this old car to re-sell.

"His impression was, 'I paid for four years of college and you're going to do this with your life. You're going to become a bum. You're going to become a used-car bum.'"

Now, "he thinks it's great," Lund says. In fact, Lund sold his father a vintage mid-'50s Chevrolet that one of his buyers found.

"You know, I quit this business four times," he says. "You can't quit it. Once you get the disease — it is a disease; it gets into your blood — you can't quit. I get high on the adrenalin. Right now, for me to sit still this long . . ."

He has been sitting for over an hour, perhaps, a new record. It's time to let him get up and go.

Before he bursts.

91,943 cars built last week

U. S. auto production drops 11 pct.

By Patricia Hoffman
Staff Writer

Domestic auto production dropped last week from the previous week's total as nine car facilities resumed normal operations following overtime schedules the prior week, and three General Motors plants were idled for inventory control.

Last week's car output was estimated at 91,943 units, down 11.28 percent from the previous week's 103,638, and down 14.50 percent from 107,538 units in the comparable 1981 period.

General Motors closed its Doraville, Leeds and Willow Run facilities last week to cut inventory. Operations at all three plants are slated to resume today (Oct. 4).

The GM Norwood point remained idle last week for model changeover. The plant closed Sept. 21. Production of 1983 models is scheduled to begin Thursday (Oct. 7).

Also at GM, the Framingham facility was idled indefinitely on Sept. 1, placing about 3,400 workers on indefinite layoff.

Second-shift operations were cut last week from Ford Motor's Dearborn plant.

The Ford Lorain and San Jose points, both idled Sept. 13, remained down last week for changeover. Ford's Metuchen facility, idled Sept. 20, continued down last week for inventory control. Starting Oct. 11, Metuchen will add a second shift to its full-size Mercury line, recalling about 1,200 workers from indefinite layoff.

Ford's Atlanta plant resumed production last week following a two-week model changeover. Also at Ford, the Wayne plant returned after a one-week shutdown to control inventory.

Volkswagen of America's Westmoreland point, idle since Aug. 2, began a "systems fill" last week in preparation for the start of new 1983 model production, slated to begin today.

Saturday overtime was scheduled last week at GM's Arlington point.

So far this year, the auto makers have finished 3,916,223 units, down 22.32 percent from last year's 5,041,674.

Truck production moves ahead to 32,268 for week

Domestic truck production last week jumped 13.32 percent from the previous week's total as normal five-day operations resumed at General Motors' St. Louis plant following the prior week's railroad strike, and two Ford Motor plants returned to work.

The truck manufacturers slated 32,268 units last week, up from the previous week's 28,474, and a 21.58 percent gain from last year's 26,540.

So far this year, the makers have assembled 1,497,448 trucks, up 16.82 percent from 1,281,837 finished in the comparable 1981 period.

GM's St. Louis facility scheduled a normal five-day work week last week after being idle three days the previous week due to the railroad strike.

Also at GM, the Janesville point was closed last week to control inventory.

Operations resumed last week at Ford's San Jose and Twin Cities facilities. Both points were idled Sept. 20 for inventory control.

Also at Ford, the Kansas City and Norfolk plants were down last week for inventory adjustments, while second-shift operations were discontinued at Ford's Louisville point.

Volkswagen of America's Westmoreland plant remained down last week. The plant has been idle since June 28 and is slated to resume production in December.

TV ad bureau seeks entries for dealer awards

DETROIT. — The seventh annual Auto Dealer and Dealer Association TV Commercials Competition sponsored by the Television Bureau of Advertising in conjunction with NADA is now under way, according to Richard A. O'Donnell, TvB Vice President - Detroit sales.

The contest is open to NADA members, state and local dealer associations and agencies with automotive accounts.

Six awards will be presented for the best dealer and dealer association commercials in three categories: Markets ranked 1-50, 51-100 and 101 and over. The award presentation will be held at the NADA convention in Las Vegas Feb. 12-15.

Entries in the TvB/NADA competition should include the name, address and prime contact at the dealer or association and the name, company and address of the person submitting the commercial.

To qualify for the judging, all entries, on ¾-inch videotape, should be submitted by Dec. 10, 1982 to: Walter Vetter, Television Bureau of Advertising, 485 Lexington Ave., New York 10017.

Entry blanks are available from the TvB-Detroit, 3155 W. Big Beaver Rd., Suite 217, Troy, Mich. 48084 or from the Television Bureau of Advertising, 485 Lexington Ave., New York, N. Y. 10017.

Schroeter elected

KANSAS CITY. — Arnold F. Schroeter, president of Diesel Specialties, Inc., Des Moines and Sioux City, Ia., has been elected president of the Assn. of Diesel Specialists.

Canadian makers assemble 19,492 cars for week

Canadian auto production last week rose 43.06 percent from the previous week's total as operations resumed at Ford Motor's St. Thomas point and American Motors' Brampton facility.

The manufacturers slated 19,492 cars last week, up from the previous week's 13,625, and up 39.02 percent from 14,021 in the comparable 1981 period.

Truck production also showed improvement last week as output reached 7,797 units, up 18.60 percent from the previous week's 6,574, and an 18.66 percent gain from 6,571 trucks finished in the same period last year.

After two weeks of downtime to cut inventory, production resumed last week at Ford's St. Thomas car plant.

Also back last week was AMC's Brampton point. The plant was idled Sept. 13 for tooling changes in preparation for assembly of the Spirit and SX-4 models to be added to the Concord sedans and wagons already produced there.

General Motors' Oshawa (No. One) car plant returned to normal five-day operations last week after a railroad strike idled production for two days the previous week. Assembly at the point will be halted for two weeks starting today (Oct. 4) for inventory control.

GM's Oshawa (No. Two) facility closed last week to cut inventory. Operations are scheduled to resume today.

Also at GM, the Oshawa truck plant, idled Sept. 23 due to the railroad strike, remained down last week to cut heavy inventories. Production at the plant is slated to resume Oct. 18.

Ford's Oakville truck facility returned last week following two weeks downtime to control inventory.

International Harvester's Chatham and Vancouver truck points, idled Sept. 13 for inventory adjustments, remained closed last week.

So far this year, the auto makers have finished 667,106 units, up 6.24 percent from last year's 627,900.

Year-to-date, truck production totalled 383,774 units, down 1.10 percent from 388,049 units built in the same period last year.

U. S. CAR PRODUCTION

	Week Ended Oct. 2, 1982	Week Ended Oct. 3, 1981	Week Ended Sept. 25, 1982	Sept. Est.	Jan. 1 to Oct. 3, 1981	Jan. 1 to Oct. 2, 1982
AMERICAN MOTORS	4,500*	.....	4,400*	15,481*	97,572*	63,679*
AMC Total	1,500*	.....	1,500*	6,540*	97,572*	42,979*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Renault Total	3,000*	.....	2,900*	8,941*	.....	20,700*
Alliance	3,000*	.....	2,900*	8,941*	.....	20,700*
CHRYSLER CORP.	14,850	12,775	17,022	57,872	605,611	447,032
Plymouth Total	5,750	4,760	6,385	21,904	311,850	180,256
Horizon	2,200	2,914	2,713	8,994	120,784	58,725
Reliant	3,500	1,846	3,553	12,361	181,479	120,754
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	50	.....	119	549	.....	777
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,400	2,787	3,855	11 439	27,247	88,810
LeBaron	1,500	2,787	2,067	6,612	22,385	80,732
Chrysler	.....	.....	.....	.....	4,862	.....
Chrysler E-Class	900	.....	1,788	4,827	.....	8,078
Dodge Total	6,700	5,228	6,782	24,529	266,514	177,966
Omni	2,300	2,966	2,267	8,332	105,064	54,995
Aries	3,200	1,365	2,851	10,502	142,403	92,410
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	500	897	787	2,133	2,721	25,150
Dodge 600	700	.....	877	3,562	.....	5,411
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	19,647	25,096	15,773	77,428	1,073,423	825,597
Ford Division	12,927	16,631	9,014	48,935	733,237	520,516
Escort	4,493	9,706	.....	19,432	285,726	209,388
Fairmont	3,239	668	3,142	8,368	148,156	94,810
Must./Must. II	1,800	4,214	3,466	13,355	128,910	99,524
LTD/Granada	3,395	951	2,406	7,411	75,619	82,141
Thunderbird	.....	846	.....	.....	53,538	29,326
Ford	.....	.....	.....	.....	40,886	.....
EXP	.....	246	.....	369	402	5,327
L-M Division	6,720	8,465	6,759	28,493	340,186	305,081
Mercury Total	4,658	6,841	4,670	19,768	294,294	233,083
Lynx	787	3,140	.....	5,047	98,503	65,301
Capri	464	843	1,119	3,789	42,535	27,773
Zephyr	617	83	738	1,701	43,557	30,343
Marquis/Cougar	1,330	318	974	2,527	35,068	38,746
XR-7	.....	746	.....	.....	25,713	10,580
Mercury	1,460	1,635	1,839	6,545	48,697	58,978
LN7	.....	76	.....	160	221	1,362
Lincoln Total	2,062	1,624	2,089	8,725	45,892	71,998
Continental ('82)	412	806	418	1,745	3,221	14,926
Lincoln	1,079	441	1,091	4,462	20,957	33,203
Mark VI	571	377	580	2,518	21,714	23,869
GENERAL MOTORS	52,946	65,471	66,443	281,626	3,134,291	2,517,631
Buick Division	11,071	13,321	15,181	60,287	696,187	584,049
Skylark	468	2,655	4,097	14,577	213,972	112,991
Skyhawk J	.....	.....	931	4,022	.....	52,259
Century	1,236	64	1,001	2,956	91,895	92,582
Regal	4,114	5,209	3,926	16,940	206,123	159,752
Buick	3,961	3,948	3,776	16,222	131,038	136,536
Riviera	1,292	1,445	1,450	5,570	53,159	29,929
Cadillac Division	5,912	6,412	5,935	24,767	205,306	176,698
Cimarron	565	895	262	1,879	17,641	5,813
Seville	574	679	678	2,569	19,012	16,417
Eldorado	1,173	1,214	1,358	5,226	46,436	42,590
Cadillac	3,600	3,624	3,637	15,093	122,017	111,876
Chevrolet Division	20,064	23,269	20,927	92,163	1,156,096	815,555
Chevette	4,647	7,362	4,176	16,666	273,314	170,354
Cavalier	.....	4,690	1,814	9,486	83,178	66,925
Celebrity	2,967	.....	2,640	10,902	.....	54,857
Camaro	2,896	.....	3,240	18,362	87,694	178,881
Citation	2,709	163	2,733	9,767	255,934	135,394
Malibu	3,026	3,448	2,477	10,094	184,247	94,554
Monte Carlo	2,019	2,178	1,846	8,619	108,689	57,901
Chevrolet	1,200	4,805	1,393	5,727	139,656	34,789
Corvette	600	623	608	2,540	23,384	21,900
Oldsmobile Division	12,031	14,492	18,555	73,654	668,959	587,755
Omega	.....	2,148	1,478	5,039	113,056	64,047
Firenza	.....	.....	358	1,528	.....	35,688
Cutlass	5,100	4,795	5,739	22,738	307,856	155,260
Cutlass/Ciera	.....	56	4,169	14,782	702	96,068
Oldsmobile	6,145	6,560	5,830	26,218	213,047	212,103
Toronado	786	933	981	3,349	34,298	24,589
Pontiac Division	3,868	7,977	5,845	30,755	407,743	353,574
Acadian†	210	68	210	715	16,170	9,146
2000	.....	2,553	379	3,069	56,705	31,889
1000	588	2,065	425	2,094	69,437	29,525
Firebird	.....	.....	2,313	10,966	43,468	105,186
Phoenix	392	.....	229	2,888	81,812	38,709
G. Prix/B'ville ('83)	1,760	3,291	1,495	6,575	88,060	108,831
A6000	918	.....	794	4,412	.....	30,288
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
VOLKSWAGEN	.....	4,171	.....	.....	129,183	60,121
CHECKER	.....	25*	.....	.....	1,594*	2,163
Total Cars, U. S.	91,943	107,538	103,638	432,407	5,041,674	3,916,223

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 2, 1982	Week Ended Oct. 3, 1981	Week Ended Sept. 25, 1982	Sept. Est.	Jan. 1 to Oct. 3, 1981	Jan. 1 to Oct. 2, 1982
CHEVROLET	14,349	7,981	9,933	54,617	365,770	520,448
DODGE	2,300	2,061	2,898	10,781	71,074	99,592
FORD	7,608	10,335	8,654	50,465	492,868	537,041
GMC	3,931	2,800	3,132	15,622	130,041	183,897
INTERNATIONAL	1,030	1,316	878	3,242	56,740	36,698
VOLKSWAGEN	.....	597	.....	.....	32,600	8,103
JEEP	2,000*	.....	1,929*	8,544*	78,188*	66,839*
AM GENERAL	50*	50*	50*	220*	3,036*	1,830*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,400*	51,520*	43,000*
Total Trucks, U. S.	32,268	26,540	28,474	147,891	1,281,837	1,497,448

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 2, 1982	Week Ended Oct. 3, 1981	Week Ended Sept. 25, 1982	Sept. Est.	Jan. 1 to Oct. 3, 1981	Jan. 1 to Oct. 2, 1982
CHRYSLER CORP.	2,543	.....	2,645	10,246	62,838	79,696
FORD MOTOR	3,054	420	241	6,845	110,846	106,756
GENERAL MOTORS	2,200	6,151	3,688	17,756	205,484	189,156
INTERNATIONAL	.....	.....	.....	368	8,881	8,166
Total Trucks, Canada	7,797	6,571	6,574	35,215	388,049	383,774
N. American Trucks	40,065	33,111	35,048	183,106	1,669,886	1,881,222

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Oct. 2, 1982	Week Ended Oct. 3, 1981	Week Ended Sept. 25, 1982	Sept. Est.	Jan. 1 to Oct. 3, 1981	Jan. 1 to Oct. 2, 1982
AMERICAN MOTORS	963	852	.....	2,469	26,030	24,140
CHRYSLER CORP.	3,440	2,750	3,522	14,247	47,201	126,278
FORD MOTOR	8,264	2,162	3,594	22,502	166,506	232,768
GENERAL MOTORS	6,600	8,032	6,284	30,627	380,312	276,173
VOLVO	225	225	225	903	7,861	7,747
Total Cars, Canada	19,492	14,021	13,625	70,748	627,900	667,106
N. American Cars	111,435	121,559	117,263	503,155	5,669,574	4,583,329
N. American Trucks	40,065	33,111	35,048	183,106	1,669,886	1,881,222
North American Cars and Trucks	151,500	154,670	152,311	686,261	7,339,460	6,464,551

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.